

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIX.

NEW YORK, DECEMBER 8, 1909.

No. 10.



Instances are frequent where a trade-marked article has been so well advertised that were a competitor to endeavor to share its market to a profitable extent, he would have to spend ten dollars to the other fellow's one.

There are many articles which have not been advertised at all which can **COMMAND THEIR MARKETS** in a very similar fashion if the man who manufactures them will only evince sufficient commercial and financial courage to undertake the job, prepared to keep everlastingly at it.

As we have guided others in this direction, so could we guide you.

New York

Philadelphia

Boston

# 35% DISCOUNT

Wisconsin is a farming State. Three-fifths of its area and over half its people are occupied with agriculture. The farmer is the prosperous class of the state. They have a higher average income than any other class.

Moreover, the yearly cash income of farmers of Wisconsin is \$300.00 to \$500.00 more than the average for the U. S.

To reach this prosperous buying power by local newspapers would necessitate making 59 or more contracts, sets of electros, etc., and would then cost \$167.00 for 30 inches of space regardless of electrotypes costs. This is the troublesome and expensive way. The other way to reach this class is through the

## Wisconsin Agriculturist

The same space then costs but \$105.00. A saving of 35 per cent. on space alone, with probably another 25 per cent. saving on electrotypes. This is the efficient and economical way.

The Agriculturist covers Wisconsin with newspaper thoroughness. It reaches 60,000 homes—one-sixth of the State's families. What newspaper can do better than one out of six homes even in a single city?

WISCONSIN AGRICULTURIST readers are responsive to advertising. Their standards are forming. Now is the time to teach them to form the habit of making your goods their standard of comparisons.

No other paper can do a tenth as much toward this. It is not merely the farmer's authority on farming matters, but also his friend and adviser.

You have had experience with close competition. You know what it costs in cash and courage to fight against an established competitor. Now get figures and facts of trade possibilities where people are prosperous and standards yet uninformed.

You need not act unless you see the advantage. Just investigate. In the last analysis—knowledge is power.

### THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher  
Racine, Wisconsin

GEO. W. HERBERT,  
Special Representative,  
First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, Inc.  
Eastern Representatives,  
41 Park Row, New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXIX. NEW YORK, DECEMBER 8, 1909.

No. 10.

## "INQUIRY COST" AS A MIS- LEADING ADVERTISING FACTOR.

PROMINENT ADVERTISERS GROWING  
LESS AND LESS INCLINED TO BASE  
ADVERTISING EXPENDITURE ON  
JUDGMENTS OF INQUIRY COST—  
GENERAL ELECTRIC COMPANY'S  
NEW METHOD OF COMPUTATION—  
WELL-KNOWN ADVERTISING MEN  
DISCUSS THE SUBJECT.

Not many years ago the Singer Sewing Machine Company, after years of advertising along general publicity lines which neither asked nor got any responses, started a contest to locate the oldest Singer machine still in use.

Nothing more interesting in "results" ever happened to an advertiser. All over this broad land, and from many other lands, came responses. If advertising ever got a sealed and certified approval, it got it then. It must have made a telling impression on the Singer people, who have appeared to regard advertising as a rather unimportant auxiliary to their quite wonderful agency organization.

That Singer incident held the germ of an advertising truth which has not grown articulate until recently. The Singer distribution was so nearly perfect that the effect of general publicity was quite submerged below visibility. Mrs. Thimble, on reading a Singer advertisement, cared not a bit to write to headquarters. Why should she, when an agent was almost around the corner, willing to break his neck getting to her, if she but made a sign?

And yet Singer headquarters, because so few people gave any evidence, by inquiry, that they

read the advertising, felt skeptical about its value!

In the same way exactly, some manufacturers to-day look upon individual mediums as prohibitive, and perhaps upon all magazine advertising as too costly, when the thing they are judging it by—requests for a booklet, invited by about four lines nonpareil in the ad—is a small part of the real business of general advertising to any concern with general distribution.

Many advertisers, in figuring inquiry cost (upon which they frequently base their entire judgment of mediums) simply divide the net cost of the ad by the number of keyed inquiries received. They do this whether the booklet or sample offer was allowed six words in small type or six inches of display—without reference to the certainty that the difference between the two is considerable. One magazine may carry an ad with the six-word invitation, and another magazine may contain a more prominent invitation to reply—but both are judged by the same rule o' thumb.

Now, if such advertisers were advertising solely to get inquiries—which, of course, they admit they are not—advertising would be as prohibitive, judged on inquiry cost in such a way, as a thirty-foot penitentiary wall. Articles retailing at \$2 or less are every day being advertised in mediums considered "fair pullers" at a cost per inquiry of from \$5 to \$8 and as high as \$12 and \$15.

Obviously, when you put it this way, general advertisers will concede that they look to their advertising, not to get mail inquiries, but to send people to their dealers. The advertising's success or failure in accomplishing this result

is the only true test. The invitation for booklets, samples or mail orders where no dealers carry the goods is an altogether separate and secondary department of the advertiser's function. It is simply a means of getting in touch with the residue of people reached by advertising—that part merely which the dealer-distribution does not cover; or of cementing the interest of the customer still stronger. If a general advertiser's customers were bounded by the people whom he could get to write to him, sudden and mournful would be his funeral!

Advertisers going into the magazines are often greatly scared, either before or after they have taken the leap at the cost of inquiries. Landers, Frary and Clark some time ago advertised, covering their story quite completely in their advertising, which offered a booklet. The small results almost scared them, yet they found that people, after all, were being induced in large numbers to go to dealers to get the goods.

The Pompeian Massage Cream people got results direct by mail quite cheaply the first year they advertised, and from these results established agents. The second year cost was higher. People were going to agents instead of buying direct; and each succeeding year, as distribution has grown more complete, inquiry cost has become higher and higher, for perfectly natural and logical reasons. Yet if an advertiser who is inclined to place great stress upon direct results should be told the cost per inquiry he might reply that Pompeian Massage Cream advertising is extravagant general publicity. It is no such thing—it is the very motive power of the business and always has been, and the rising inquiry cost is not an alarm signal, but on the contrary, a mechanical gauge indicating the successful operation of the powerful silent forces of advertising.

Some years ago, in spring, the Knox hat folk (another superb instance of a purely publicity advertiser who has not considered advertising an indispensable creative sales force) put an ad in the *Ladies' Home Journal* offering a

catalogue of *women's* Knox hats. The requests for catalogues ate up Knox's supply of 5,000 in a jiffy, and thousands of women are still waiting for a copy. That was a fine proof of the fact that advertising works instantly when people *have* to write to get something they are convinced they want. A Knox *woman's* hat was new and welcome, but to buy they had to send for a catalogue. If the ad had said "for sale in all stores," and distribution had been thoroughly arranged beforehand, the effect of the advertising would have been apparent at the stores.

#### THE GENERAL ELECTRIC'S NEW PLAN.

An interesting evidence of the tendency to look at inquiry cost a little differently is the fact that the General Electric Company has just adopted a new plan of figuring inquiry cost, in addition to the old method. It has two sets of inquiry costs, one "gross" and the other "net." The "gross" figure is secured in the usual way, while the "net" cost is obtained by figuring the cost of the actual space used to invite inquiries. This gives an additional hint as to the operation of the advertising and the value of the mediums. Says F. R. Davis, assistant advertising manager, concerning this plan, "the justice of this new idea is obvious—it makes the inquiries bear a proper ratio to the total expenditure, instead of making advertising apparently prohibitive by charging the entire ad against the inquiries. I consider it a step forward in analyzing results."

Converse D. Marsh, of the Bates Advertising Company, which handles the General Electric account, is the originator of this idea and is thoroughly convinced that inquiry cost needs to be looked at in a different light than ordinarily. "The first purpose of a national advertiser with national distribution is to send people to the store for the goods," he says, "and the second purpose is to induce retailers and jobbers to stock the goods. The common custom has been, nevertheless, to charge the total cost of the advertising to the inquiries received. As a result, many advertisers are fooled by this method



# Notice of Change in Advertising Rates of **The American Boy**

ON JANUARY 10th, 1910, the following rates will go into effect:

Less Than Quarter Page, per agate line .....	\$1.00
Less Than Quarter Page, per inch (14 lines).....	14.00
Quarter Page or more, per agate line.....	.87½
Quarter Page (200 lines) .....	175.00
Half Page (400 lines).....	350.00
Three-Quarters Page (600 lines).....	525.00
Full Page (800 lines).....	700.00

UP TO JANUARY 10th, 1910, reservations can be made for space in any issues of 1910, up to and including the one of December, at the present rates, which are as follows:

Less Than Quarter Page, per agate line .....	\$ 0.75
Less Than Quarter Page, per inch (14 lines).....	10.50
Quarter Page or more, per agate line.....	.62½
Quarter Page (200 lines) .....	125.00
Half Page (400 lines) .....	250.00
Three-Quarters Page (600 lines).....	375.00
Full Page (800 lines).....	500.00

Reservations can be made direct or through any recognized advertising agency.

The present circulation of **THE AMERICAN BOY** is 160,000 copies and growing rapidly. It is practically all a home circulation and the whole family can be reached through this leader in its field.

For creating a good-will asset in the plastic minds of the boys and young men of the country, the average age of whom is 15½ years, and thousands upon thousands of whom are 16, 17, 18, 19 and 20 years of age, and just coming into young manhood, it has no equal among all publications.

The large amount of high-class advertising which it carries from month to month speaks for itself.

None but high-class business solicited or accepted.

**The Sprague Publishing Company**

Publishers **The American Boy**

Detroit, Michigan

J. COTNER, JR., Secretary and Treasurer.

of calculation, and some publishers have had less advertising than they deserved. Advertisers have been deterred from spending their money on seeing what inquiry cost, as commonly figured, amounts to.

"A little more imagination—which is so much needed in business of every kind—and a little less habit, would cause some new facts to be unearthed about the advertising expenditure of many concerns. How is it possible for advertisers to charge as cost per inquiry the total amount of space used in selling goods to the public, when that space is very considerably devoted to quite another purpose than getting inquiries? It may be argued that talking for retail sales is also talking for booklet inquiries, but there's a distinction. You can't talk for two results at once without confusion. Either you are trying to get people to go to dealers or you are trying to get inquiries, and the amount of attention you give in the ad to getting inquiries is all that you can justly charge to inquiry cost. Large space may increase inquiry results, but mail-order advertisers get strong results from small ads.

"One of the strongest reasons for abandoning the present widely practiced method is that, excepting those advertisers who key the month as well as the publication, a great many advertisers have their returns quite mixed up, and cannot possibly get an accurate estimate of an individual piece of copy. Experience in several accounts has shown that returns from, say, September advertising is within ten per cent as strong in October as in September. Advertising in the weeklies pulls two and three weeks afterwards. Unless the month is keyed, September results are frequently counted in with October results and inquiry cost. This is obviously misleading, particularly as to the value of a piece of copy."

#### WHAT ADVERTISING MANAGERS SAY.

Herbert M. Post, advertising manager of the Western Electric Company, says, "I have come to believe that inquiry cost doesn't amount to a hurrah in estimating

the value of mediums. I have given a considerable amount of study to the subject, and I must say I haven't found any system of measuring values in which I have any confidence whatsoever. I have at least one medium on my list from which an inquiry has cost \$450. If I was inclined to hang my faith on inquiry cost I would be scared stiff, but I have good evidence of another kind that the publications whose inquiry cost looks prohibitive are doing good work. Advertisers who are scared at inquiry cost should ask their sales organization what help advertising is giving them. Our salesmen say Western Electric advertising saves half their time in eliminating introduction and securing standing. Now, a sales organization is a mighty expensive thing, and if advertising can save half its time, the advertising is doing some mighty corking work, and it is useless for me to worry about inquiry cost."

O. C. Harn, advertising manager of the National Lead Company, does not abandon inquiry cost as a help toward judging mediums, "but," he says, "I am far from making mail replies the sole test of advertising. The subject of inquiries and results is a most live one, and needs constant analysis. It doesn't matter to me whether inquiries cost \$2 or \$5; my appreciation of a magazine does not fluctuate if I am satisfied with other things. I use inquiry cost to some extent in judging mediums, but I do not judge a magazine out of its class. If a magazine's inquiry cost is somewhere in sight of inquiry cost in magazines of the same class, I do not bother, but if it is much higher than other magazines of the same class, I feel something's wrong in circulation.

"I made some investigations long ago of inquiries per dollar of cost, and then also per 1,000 of circulation, and the latter method quickly brought some magazines which had been tail enders in inquiry cost as usually figured, up toward the middle."

Mr. Janvier, who has handled the accounts of Pears' Soaps, Beecham's Pills and Sheffield's Dentifrice, had some interesting

You can stimulate the  
buying of your goods in  
**PHILADELPHIA**  
by using  
**THE BULLETIN**

Co-operate with the Philadelphia  
stores—your customers—by ad-  
vertising in the paper they use  
—"The Bulletin."

Make it easier for your dealer to  
sell your goods in Philadelphia  
by in advance influencing  
Philadelphians to make up their  
minds in favor of your article.

You can cover Philadelphia at  
one cost if you use "The Bulletin"  
—because

"In Philadelphia nearly everybody  
reads 'The Bulletin' "

Net Paid Average for November

**248,025** copies  
a day

A copy for nearly every home in Philadelphia.

"The Bulletin" circulation figures are net;  
all damaged, unsold, free and returned cop-  
ies have been omitted.

**WILLIAM L. McLEAN, Publisher.**

New York Office  
Dan A. Carroll  
Tribune Building

Chicago Office  
J. E. Verree  
Heyworth Building

things to say. "Eighteen years ago," he said, "I ran the advertising of Beecham's Pills with a line at the bottom suggesting sending for literature. At first the direct returns were large. Gradually, as the article became widely distributed, these direct returns fell off, but the business kept on increasing. The idea of judging advertising by the cost per reply is all right for some things and at some times. But to use this test indiscriminately for measuring the value of your advertising is wrong."

The Gillette Sales Company, handling the Gillette Safety razor had an interesting experience in point. They advertised in many periodicals with the offer of a free booklet. The printing order for the booklets had been very large. But very few of these booklets were asked for, yet it was certain that that very advertising had sold many of the razors. The only conclusion they could draw was that people are not supremely anxious to ask for advertised literature—that is, people who are the kind that actually buy. This testimony is significant in the face of the growth of the Gillette sales the past year—fifty per cent.

George H. Hazen, of the *Century Magazine* and the *Woman's Home Companion*, said: "Twenty-five years ago I went from New York to Chicago in thirty-six hours; I can get there now in eighteen. Judgment in advertising values has also improved. The cost per inquiry is the wrong basis altogether. Let me illustrate. The General Electric Company uses, say, space in the *Century*, the *Woman's Home Companion*, and *Farm & Fireside* for their Tungsten lamp. The *Farm & Fireside* might produce three inquiries to the *Century's* one or to the *Woman's Home Companion's* two. Would you, therefore, judge the value of space in the *Century* as being worth one-third that of the *Farm & Fireside*? People write for advertised booklets from all sorts of motives; often out of mere curiosity and with no intention of buying whatsoever. Are you going to level the *Century* and

the *Farm & Fireside* with the cost per inquiry standard? Absurd. The cost per inquiry is a false gauge of advertising value. This seems perfectly elementary to me.

"The General Electric Company is on the right track. What they want to do is to forget about any cost for inquiries and to select an advertising expert who knows the value of the mediums. If you take the cost per inquiry as a basis, then you have got to relinquish partly or altogether the matter of quality. Readers of the *Century*, of *Scribners'*, of *Harpers'*, etc., are presumably cultured. They are people who have money to buy and the inclination to buy. They don't spend their time asking for booklets. If they are impressed with the advertising of an article they consult their dealer. A thousand of this class might succumb to the advertiser, and buy the article through the dealer, and yet the manufacturer might never know they existed as far as any inquiry was concerned."

Mr. Rodgers, advertising manager of *Harper's Magazine*, was another who took a fall out of the cost per inquiry habit. "Most certainly you cannot rightly judge advertising by the cost of the direct inquiries. Suppose I lived in Dayton, Ohio, and saw the advertisement of the Tungsten burner. Suppose again I wanted it. Do you think I would write to the General Electric Company? The chances are 75,000,000 to one I would not. I would do the sensible thing and telephone the local light company, or go to a local dealer in electric light fixtures. To write a letter to the General Electric Company would be as antiquated a way of doing business as that of using a quill pen for a typewriter. I believe that the high-grade magazines have very few curiosity hunters, the class that contributes so much to the manufacturer's mail. This public of culture does business in a modern way. They doubtless are acutely sensible to good advertising of a desirable staple, but they demonstrate the motive power of the copy by going to their dealer and not to the post-office."

# The editions of **SCRIBNER'S** in 1910

will far exceed all records for a magazine selling for more than 15 cents.

A great, popular distribution for a 25 cent medium is unique. To advertisers of merit it is ideal. It combines the two most desirable elements—numbers and quality.

Mr. Roosevelt's African Hunting articles will continue through the year—steadily pushing up the sales.

***\$300.00 per page flat***

Advertising Department

**SCRIBNER'S MAGAZINE**

153 FIFTH AVENUE, NEW YORK

Temple House, Temple Ave.  
London, E. C.

328 Wabash Avenue  
Chicago

# The Healthy Growth of a Magazine

from the standpoint of circulation-building is proved by the securing of an increasing number of subscribers who purchase the magazine on its own merits at the regular price. As late as the summer of 1909, Good Housekeeping Magazine guaranteed a circulation of 225,000 copies—though more copies were circulated. For the February issue and each month in 1910 a circulation of 300,000 copies is guaranteed—though more copies will be circulated. This increase of  $33\frac{1}{3}$  per cent. represents simply a wider recognition of the good qualities of this publication.

The healthy growth of the advertising section in both the number of accounts running and in the space used is proof that the truth in the next sentence is being recognized by advertisers. There is no waste to this circulation.

*Present rate, \$300 a page.*

## GOOD HOUSEKEEPING M A G A Z I N E

The Phelps Publishing Company

New York • Springfield, Mass. • Chicago

## MARKETING A DRUG SPECIALTY.

CAUTION VERY NECESSARY TO SUCCESS—MANY FAILURES AT START—WORKING UP TO NATIONAL ADVERTISING—SQUARE DEAL FOR DRUGGIST HIGHLY ESSENTIAL—MERIT AND NOVELTY NEEDED IN PRODUCT—VARIOUS METHODS TRIED.

By J. W. T. Knox.

Advertising Manager, Frederick Stearns & Co., Detroit.

When a prominent advertising man a few years ago told in *PRINTERS' INK* the story of his disastrous little journey into the patent medicine business he summed up his experience in the remark that he had never seen a business that was so attractive on the outside and so disagreeable on the inside.

Persons intending to market a drug specialty would do well to absorb as much of the wisdom of that remark as possible—there is a great deal in it.

Any manager of the "private formula department" of a pharmaceutical manufacturer will tell you that not one in a thousand of his customers ever achieves a notable success with a new specialty, and that only a very small proportion, indeed, ever get so far as to repeat their initial orders. Most of these customers have little or no acquaintance with the market but have come across a formula for a pill, a tablet, an ointment or a face cream which they think the world is waiting for, and which they have but to offer in order to sell. After their little \$100 or \$1,000 is gone some of the wiser ones realize that they stood about as much chance of getting into the market as a boy with a toy pistol has of robbing a bank.

One such case is typical. A young fellow who had been successful in accumulating about \$6,000 as a retail druggist came to a large manufacturer with his money and a badly swollen ambition to become a millionaire in short order. He wanted to put out a specialty similar to one that he knew had a very extensive sale

and his first idea was to spend most of his money for goods—people bought the other article, why shouldn't they buy his?

The manufacturer's private formula man plainly told him that he had little chance, that the successful article mentioned was a losing proposition for three years, was not even now so profitable as was generally supposed, and that it had one of the shrewdest drug specialty men in the country back of it with an ingenious selling plan and plenty of money. The young pharmacist was obdurate and insisted that it was his own money and he had a right to risk it. He was finally persuaded not to spend over \$1,500 for stock and to reserve the rest of his capital for marketing the product. He was also advised not to imitate the other man's selling plan but to get up one of his own.

From the manufacturer's office he made a bee line to an advertising agency of none too good repute where he was received with open arms and nimble fingers. They got out some very pretty advertisements and equally pretty booklets.

In about four months he was looking for a drug store that could be bought on easy terms, without requiring the formality of a cash payment.

### MERIT AND NOVELTY NEEDED.

Analyze the success of any well-known specialty and you will always find two prominent factors, merit and novelty. More failures are made because of lack of novelty than because of lack of merit, for there are thousands of thoroughly meritorious articles on the drug market that have no sale and never will have. Yet merit is absolutely essential because without it no permanent demand can be established.

The market is not only filled, it is crowded. If you want so common a thing as a box of pills you can choose from several hundred kinds. If you have no preference you may buy Black's and be perfectly satisfied. But if you have been using Brown's pills with fair satisfaction Black will have to give you a good reason in



order to get you to change to his brand.

The first concern to bring out a little pill in competition with the big, hard-to-swallow kind had a tremendous advantage, and the first concern to advertise that advantage reaped a rich reward and established a business that, in spite of the terrific competition, is great to-day.

But with their success the advantage of littleness ceased to be a novelty and no one could duplicate it by repeating the same argument.

Another man would, therefore, have to seek some other novelty and instead of a pill he would offer a tablet to be chewed "like candy" as he artfully stated. This would appeal to an immense number of people to whom the mere word "pill" is repulsive and who, of course, think they cannot swallow a pill. In addition, this man offered a ten-cent package, in its way quite a novelty at that time. Yet with these arguments to switch the public preference he is said to have invested the neat little sum of \$600,000 before he finally reached a paying basis. Had he given up before that his failure would have been as colossal as his success has been.

Hundreds of unrecorded small failures have been made by imitators who thought that if one "little" pill or one "candy" tablet would sell another would sell just as well—though the men responsible would not themselves buy a *Journal* if they were used to reading the *News*.

In addition to novelty of form, there are novelty of use, novelty of package and novelty of action, either of which may conceivably furnish the necessary argument to capture public preference for a drug specialty. Within certain limits the price does not seem to cut much figure—at least Black will never break into Brown's trade very much by offering twice as many liver pills in his package for the same money. People buy a drug specialty chiefly because they think it is good and not because it is cheap.

In short, popular preferences

for everything in the drug specialty field have already been formed—principally as a result of advertising—and the man who undertakes to change those preferences in an economical way had better have a mighty good selling argument in his favor if he does not want to lose his money.

#### THE RIGHT MEDIUMS.

Having an article possessing the necessary elements of salability, the next thing is to consider, whether it is likely to sell at one season to one class of people or in any locality better than another. From this, information necessary to the selection of proper advertising mediums and methods is deduced.

The most successful drug specialty men of my acquaintance insist on selection of a limited field as a center for operations, cultivating it thoroughly, studying it carefully and making it pay before taking in surrounding territory. This, of course, calls for the use of local advertising mediums; but after the field has grown to embrace the entire country or a large proportion of it, with corresponding distribution, then the proposition is ripe for national mediums. This is undoubtedly the safest, most conservative plan. Yet one often sees the attempt to force a national distribution by the use of national mediums, where the advertiser has no selling organization to reinforce the advertising. It possibly succeeds at times—in fact there are notable examples of success—but it is a chance.

But this is only one method of introduction. A now large-selling toilet specialty was introduced directly to the public through women canvassers, and with little advertising except that necessary to secure agents, for about three years before being offered to the retail drug trade. The demand was thus established, the agency plan gradually discontinued, national advertising employed and the sale shifted to the retail drug stores. Naturally this method arouses antagonism among the trade at first, though this antagonism probably does not long sur-

vive the employment of canvassers.

I know of another highly successful specialty that has thus far been advertised but very little, and was not advertised at all during the first few years. Its demand was established by sampling in two ways. Druggists were supplied with samples to distribute over the counter; and a circular enclosed with the package asked the buyer to send the names of two or three friends to the manufacturer for samples. This article possessed novelty of form, besides genuine merit; and its fortunate owner is reported to have made more money in the past six or seven years than he knows how to use to good advantage.

One factor that is often overlooked is the importance of securing the good will of the retail druggist and as much of his personal interest as possible. He can make or mar fortunes with greater rapidity than is commonly supposed by those on the outside. He likes to make a good profit, and contrary to popular notions the

drug-store profit is small owing to price-cutting and to the necessarily small volume of business done. Giving him a profit a little better than the average, by means of "special offers," occasional bonuses of free goods and so on, together with such individual advertising as the proposition will stand, is generally politic. Trying to gouge him for an extra twenty-five cents a dozen on a dollar article will generally insure his hostility and properly so.

I notice that there is very little of the "substitution" talk to-day that was so common a few years ago; a good many manufacturers who indulged in it then would be better off if they had quit it before they began. They could have spent their time and money to much better purpose by making their advertising so much better, stronger and more effective that it would create a very decided preference for their goods in the customer's mind, instead of a weak interest that could not survive a contrary suggestion.

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**"Finding Itself" in a manner that commands the respect of former critics, The Metropolitan Magazine is fast gaining the permanent interest of old and new subscribers. Every issue a little stronger, a little more emphatic, more dominant—a persistent upward trend that assures an increasing value to the advertiser.**

# A Messenger of Trade Information

A VERY large percentage of Consumers are discerning readers of Advertising. Having confidence in the manufacturer's statement, they prefer the advertised article.

The ease with which advertised goods are disposed of by the Retailer is the result of the aggressiveness of the Maker, who, through advertised statement, influences and interests Consumers, leaving it for the Retailer to supply the created demand.

The progressive Retailer profits from the Manufacturer's investment—he has a keen desire to satisfy the created demand and to secure some of this valuable business which has been stimulated by the Manufacturer's dollars.

Masters of Advertising, whose degrees are gained by experience, know that Dependability is the last word in calculating values.

The publication that goes to the homes of people of substance, the heads of families and householders, and is there received as a respected and valued Adviser, possesses the force that may be depended upon to show the minimum of wasted effort.

The Outlook—sterling, vigorous, insistent on the truth equally from Contributor and Adver-

tiser—has the quality of circulation where each unit is commercially valuable.

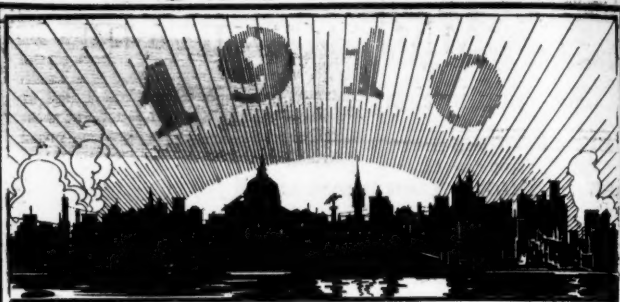
Few publications can show such a preponderance of Subscribers who are factors in the affairs of our Nation's commerce as The Outlook. No publication has a more representative body of readers than The Outlook. And none investigates more critically the quality of its Advertising than does The Outlook. It commands respect equally for the veracity of its Advertising pages and for its literary value.

Readers of The Outlook are profitable friends for the Retailer. The advertisements in The Outlook give the Retailer the information he needs to keep in touch with the Manufacturer's selling efforts. The Outlook should be on the desk of every Retailer of High-grade Goods. It is already on the desks of thousands of them.

**The Outlook is one of the most complete directories of advertised articles in the United States, having carried during the past twelve months an average of One Hundred and Ninety-five Pages of paid advertising per month.**

# The Outlook

New York



A Campaign During  
1910 in the City of Boston

Must include

# The Boston Traveler

Because its sworn circulation of over

## 104,000 Daily

in the metropolitan district makes its use essential to  
results. At the rate asked it is the most  
economical purchase in the field.

## Smith & Budd Co.

Special Representatives

Chicago

New York

St. Louis

## THE A. D. S. AND ITS PROJECTED \$500,000 ADVERTISING CAMPAIGN.

WIDESPREAD NEWSPAPER CAMPAIGN  
OPENED IN NEW YORK THIS WEEK  
—UNIQUE PLAN OF FINANCING  
IT—ORIGIN OF ORGANIZATION—  
PLANS OF LOCAL ADVERTISING CO-  
OPERATION—A TRAVELING CAR.

A full page advertisement in the New York *Evening Journal*, on November 29th, was the first instalment of what is promised to be a most interesting story of co-operative publicity enterprise. This story will run a year and will cost \$500,000. The American Druggists' Syndicate will be the leading character in this serial and the members of the "A. D. S." will have supporting parts.

This half a million dollars which the American Druggists' Syndicate has in mind will, it is said, be all spent within the next twelve months for advertising in towns where the members live. There are 12,000 members of the A. D. S. scattered rather evenly from Maine to Oregon. Their location in several hundred towns will indicate exactly the geographical distribution of the papers that will have a share in the cash, the spending of which has already started.

Later on the Syndicate expects to use about fifty thousand dollars in magazine advertising.

The cost of this advertising is financed in an interesting fashion. When any local druggist signs a contract for a year's membership, he binds himself to spend at least one dollar a week which shall go for advertising. Often he pays as much as two dollars a week for the fifty-two weeks. That means that in towns having 100 members, \$200 will be available weekly for pushing A. D. S. goods. Where possible, the names of druggists in each town are appended to the advertising copy.

The ground plan of the Syndicate's construction was hailed by its prospective members as a triumph of co-operative organization and by others, whose business found in it a forceful competitor,

as a wicked, wicked trust, a real and truly "drug trust." But the officers of the A. D. S. refuse to be cooled off in their enthusiasm by any caling of names and have gone on to get their goods before the public in a thoroughly modern way.

C. H. Goddard, now secretary and general manager of the A. D. S., was living in California half a dozen years ago. He was interested in several successful enterprises, and conceived the idea of the syndicate from the co-operative spirit of the times now so widely manifest.

He approached wide-awake druggists and showed them how the sentiment against harmful patent medicines and deleterious proprietary remedies had culminated in the devastating campaign against them carried on by two of the big magazines. The people, he urged, were afraid of the "dope" that went into the formula of so many remedies. They wanted good medicines and they would buy with the tremendous buying power of yore if they could have confidence in the goods. So why not all druggists get together, manufacture their own remedies from tried out formulas, market them through their own stores and thus at one swoop have a quality of goods and a powerful organization? Some druggists saw the point and they accordingly met for the first time in 1905 to form a definite organization. From fourteen members, the A. D. S. grew to about a hundred in 1906, and it is believed without a doubt that the membership will reach 20,000 by 1911. Counting 40,000 as the total of American druggists, one can see that, with half of them in the A. D. S., the organization has a distributing power and an enthusiasm-making machine brought about by the self interest of each of its units that accounts for the smile upon the face of Mr. Goddard, the originator, that won't come off.

These druggists were working like nailers with a complete line of A. D. S. goods before any advertising scheme had been mapped out. Each member of the Syndicate is a stock holder, being there-

by entitled to a vote at the annual meeting. At the annual meeting the formula committee is elected. Each state and territory is entitled to one member upon this formula committee. This committee is really one of the most important parts of the A. D. S. organization. The members meet three times a year and pass upon the formulas for remedies submitted by druggists who are members. The committee selects the formulas for new remedies with much care. It is generally understood that only formulas already thoroughly tried out, proved worth while in actual practice and free from whiskey or habit-forming drugs shall be submitted.

Scores of new remedies and preparations are therefore added to the A. D. S. yearly and are put upon the market, not as experimental, but with a known measure of medicinal value. The whole A. D. S. list has grown to reach nearly a thousand preparations; these are manufactured by the A. D. S. itself in its plant at Long Island City. There is a remedy for about every physical trouble flesh is heir to and for every phase of every trouble. There is Pelvitone, designed to fight Lydia Pinkham's. Pelvitone is an instance of how little alcohol is used—three and one-half per cent. Alcohol is used only as a preservative and it is said that its use is kept down strictly to an irreducible minimum.

The Syndicate is now not only manufacturing and putting out its own preparations, but is also operating as a jobbing house in passing on to its members all the articles sold in drug stores generally—glass ware, tooth-brushes, recognized patent remedies of long standing, fountain pens and so on *ad infinitum*.

The Syndicate is capitalized for \$200,000. In the last fiscal year it is stated that it did a business of \$3,000,000 and had a net profit of \$192,000. As fast as possible the Syndicate is establishing its own plants for the manufacturing of lines other than strictly drug. It has its own soap factory and its own plant for the making of

strictly pure drugs. The A. D. S. plant now covers between two and three acres. One of its subordinate corporations is the Aseptic Products Company, making adhesive plasters, bandages, etc.

The advertising campaign is in the hands of the William B. Curtis Company, a newly organized agency incorporated to carry on a general advertising business. Mr. Curtis has been hard at it the past month outlining the whole advertising campaign. He says that A. D. S. copy will be put in at least one newspaper in every town which has an A. D. S. member, whether this town is over 1,000 population or not. Of course the larger part of the \$500,000 will be spent in the bigger towns. In some cities where the A. D. S. members number fifty or a hundred, advertising will be in proportion. For instance in New York, where there are 1,400 members, a good many thousand dollars will be spent; in Syracuse, where sixty out of sixty-four druggists are members, another merry campaign will be waged.

In the advertising propaganda now getting under way nothing will be left to chance. The copy in the evening dailies—evening papers will be used almost exclusively and only such evening papers as get into the homes of the "working classes"—will be changed every day. The local druggists will be apprised of what remedies or preparations will be featured in the copy for any coming week and they will be expected to co-operate by making displays in the windows or otherwise of the especial lines mentioned. Window cards, window stickers and the A. D. S. sign will play their part. If Pelvitone is on the schedule for the second week in February, say, the druggist knows this and swings his efforts into line accordingly.

The advertising will concentrate on ten A. D. S. remedies, which plan, it is figured, will create such an A. D. S. reputation that the whole line will get to moving even faster than now.

As far as the remedies are concerned the whole effort will be



directed to reach the home of the class which cannot afford a physician as a family fixture. This means the woman, who spends most of the working man's income, will be regarded as the buyer.

The New York *Journal* will absorb \$50,000 of the \$500,000, it is stated by Mr. Curtis. The following newspapers, which are planned as figuring in the A. D. S. campaign, indicate the nature of the mediums: The Boston *Globe* and *Post*, the Pittsburg *Press*, the Chicago *News*, the Buffalo *News* and the Cleveland *Press*.

"The Voice of the Retail Druggist" is the house organ that spreads A. D. S. doctrine and enthusiasm among the members. One hundred salesmen keep sifting about perking up the energy of the retailers. But the most interesting factor in the making of A. D. S. enthusiasm is a Pullman car that is fitted up with every line the A. D. S. handles. This car is manned by a steady crew of half a dozen smooth and convincing demonstrators; as it moves about from one A. D. S. district to another, the manager of the district gets aboard and is on hand to greet the members whom he knows in various towns. This Pullman covers the country once a year and its arrival in the smaller cities is marked by valuable reading stories in the news columns of the newspapers.

#### BUSINESS GOING OUT.

A considerable advertising campaign is on for the Anticor Manufacturing Company, Marbridge Bldg., New York, on the new "Anticor" Safety Corn Razors. \$100,000 will be expended in standard magazines, newspapers and in retail promotion. The account will be handled exclusively by the Leven-Nichols Advertising Company, Chicago-New York.

Sixty-five papers in forty-four metropolitan cities will receive orders the second week in December with large holiday copy on account of the American Thermos Bottle Company, New York.

The Richard A. Foley Advertising Agency is sending out to Pacific Coast hardware, lumber and agricultural journals a series of several advertisements for the firm of Henry Disston & Sons, the purport of which is that they secured the highest awards.

## EVERY WOMAN'S MAGAZINE

50 lines  
at 40c. a line  
=\$20.00

160,000 stamps  
at 1c. each  
=\$1600.00

# 160,000

CIRCULATION  
SWORN TO

or you do not have to pay your bill.

## EVERY WOMAN'S

34 W. 33d St., New York City

ROY E. HALLOCK  
Advertising Manager

Eastern Representative  
WALTER C. KIMBALL, INC.  
New York and Boston

Western Representative  
W. J. MACDONALD  
Chicago

## THE CUT-RATE HANDICAP IN THE DRUG AND TOILET TRADE.

DEPARTMENT STORES HAVE FORCED MANY IN THE DRUG TRADE TO CUT RATES WHICH DISORGANIZE THE MARKET FOR ADVERTISERS—GRAFT ATTEMPTED IN ONE INSTANCE—PRICE AGREEMENTS AND THEIR EFFICACY.

*By George E. Hall.*

Advertising Manager, Andrew Jergens Company (Woodbury's Soaps.)

That species of department store thrift which ad-marked a few of its proprietaries below cost, so that the bold Gothic figures would lure patrons to the drug department, was largely responsible for the cut-rate drug war—which has proceeded to stir up legitimate tradesmen to the extremity of advertising themselves as cut-rate druggists, in a sort of self-defense.

The result of this situation reflects in the attitude of the legitimate druggist who talks volumes to get round to selling M.'s Talcum, P.'s Soap, or S.'s Tooth Powder, although the owners of these articles are jobbing their goods under an iron-clad jobbing agreement with which they hoped to protect the retailer; and they would have striven harder to maintain the department store price if they could have counted the ultimate cost—viz., the undying enmity of the druggist.

That a just price is maintained in department store and other cut-rate stores by a limited number of sterling manufacturers is a tribute to their thorough system of all-round protectionary marketing, and they are exceptions. These manufacturers anticipated the ravages of the harmful undercut rate by blocking the game via price agreement.

I say under-cut-rate because the cut rate has an accepted limit, for instance, the accredited cut of a twenty-five-cent article is to nineteen cents. Then, if the druggist sells it for twenty cents, which he cheerfully will do if no more foully dealt with, all goes well. It

is when the twenty-five-cent advertised proprietary goes for nine, ten, or eleven cents that the retailer who *pays* probably fourteen or fifteen cents for it, says "under the counter for yours," and the uptown customer plays a game of hide and seek for his favorite advertised brand.

As a direct result of this department store cutting, chains of cut-rate stores have sprung up in various parts of the country. The Owl Drug Company operates a number of stores in the far West.

Cincinnati has nine or ten "Dow" stores. Chicago has its Public Drug Company, and Manhattan not only has two groups of aggressive cut raters too well known to name, but a third and great combination is in the air, promising premium inducements.

It has been suggested that a small percentage bonus be incorporated into department store price agreements that would work at both ends. In other words, the manufacturer would pay the department stores to raise its price—and thus buy back the goodwill of the thorny pathed druggist. The department stores would probably welcome a deal of this kind if practical unanimity of co-operation could be insured with no fellow underselling the scale.

The department store drug and toilet department, with its many advertised brands fighting for supremacy via the price ticket, has become a cold gray tomb for the manufacturer of good goods, who has not reached the big publicity stage, and who seeks to harass the heartless buyer into displaying his line or a couple of numbers thereof. It was to such as these that the president of a great corporation owning two department stores in New York, one in Boston, and one in Chicago—all kings of their respective realms—addressed advice to the effect that having styled himself purchaser-in-chief or some such title, it would be incumbent on all manufacturers dealing with his stores to pay him a special bonus of five per cent to get on what he called his "jobbing list." Where this *didn't work*, his minions tried for two and one-

half per cent—this also failing in one case that I know of. Just imagine, if you can, a little matter of five per cent on all purchases made by four great department stores. It was a bully try, but we guess the president fell back on his other income plus the tribute of a few of the gullible.

#### LORD AND MULFORD AGENCIES ABSORBED BY J. WALTER THOMPSON.

J. Walter Thompson Company has absorbed two agencies recently. The Lord Advertising Agency this week becomes connected with the J. Walter Thompson Company, together with the services of George Frank Lord, its proprietor, and the accounts handled by that agency. Mr. Lord has done some good work in advertising and has conducted an excellent advertising school.

The Detroit office of the J. Walter Thompson Company has absorbed the O. J. Mulford Advertising Agency, of Detroit. Mr. Mulford is president of the Gray Motor Company, and will devote his attention in the future to that business. All the Mulford accounts, which include "Zodenta" and Ingram's Milkweed Cream and the Packard Motor Car Company, will be handled hereafter by the Detroit office, of which C. A. Brownell is manager.

Guy Patton, formerly with *McClure's Magazine*, has joined the staff of the *Red Book Magazine*. Mr. Patton will assist Mr. Strassman, the advertising manager, in taking care of the Eastern territory.

The *Louisville Herald* reduced its price to one cent December 1st. John C. Shaffer, the owner of the *Herald*, also publisher of the *Chicago Post*, announces that the *Herald* will take a popular editorial tone while maintaining its quality.

The new concrete building of the Phelps Publishing Company, Springfield, Mass., has been given first award for the best buildings class in the report of the Committee on Art and Architecture of the National Association of Cement Users. A beautifully illustrated color plate is printed in the Association proceedings.

The first dinner of the new Syracuse Advertising Men's Club was held November 29th. Leroy Fairman made an address. Thirty-one were present and the membership now numbers sixty-eight. Membership is confined to those interested in buying, placing, selling and writing of advertising. Walter B. Cherry, of the Merrell-Soule Company, is president, and presided.

*The Standard Paper for Business Stationery—"Look for the Water-mark"*

**THE King's Herald**  
must not be dressed  
like a swain. Your  
stationery is your her-  
ald — proclaiming the  
quality of your trade.

## OLD HAMPSHIRE BOND

**makes a letterhead that  
puts your readers in the  
expectant mood.**

Let us send you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of OLD HAMPSHIRE BOND. Write for it on your present letterhead.



## Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

**SOUTH HADLEY FALLS  
MASSACHUSETTS**

*Made "A Little Better than Seems Necessary"—"Look for the Water-mark"*

## HOW SPONGES MIGHT BE ADVERTISED IN THE MAGAZINES.

DEMAND FOR HIGH GRADES BETTER  
THAN SUPPLY—TEMPTING MAR-  
KET CONDITIONS FOR QUALITY  
ADVERTISER OF TRADE-MARKED AND  
SEALED SPONGES AT STANDARD  
SIZES AND PRICES.

*By J. George Frederick.*

When a business is undergoing some revolutionary changes, due to altered producing conditions, it is a pity that there are not enough men of foresight, organized imagination and initiative to bring order out of chaos.

The sponge business is experiencing a crucial time. The demand for fine sponges, or Mediterranean quality, is growing more and more rapidly. It now far exceeds the supply, for apparatus diving has greatly drained those Mediterranean beds of easy access. Many Greek divers have left the Mediterranean altogether for this reason and have come to Florida with their machines, to pick the inferior but plentiful sponges there.

This has injected into the market a lot of poorer grade sponges sold cheaper than heretofore, and has operated to prevent the increase of fine sponge prices, which would have been the natural effect of such a condition of supply and demand. To some degree, therefore, the finer sponges have had to stand the effect of competition on a purely price basis, all because many people don't know anything at all about sponges. A sponge from this country, made to look clean and light by the destructive use of muriatic acid (which almost completely ruins its usefulness) is placed alongside a dark but fine-fibered specimen from the Mediterranean, and the consumer can't tell whether he ought to pay ten cents or ten dollars for either, except for the dealer's word. A \$2 sponge looks not vastly different from a \$7 one. The dealer or the clerk could become confused or shift prices on them without

the consumer detecting any overcharge.

Buyers of sponges know this, but they nevertheless have persistently desired the good sponge, however the price was advanced, and however they lacked knowledge about sponges.

There are two big merchandising policies which sponge men might follow, if they did some courageous, constructive thinking, to undoubted present and future profit. When demand rises with every indication of permanence, and supply is stationary or inclines to fall, with steady certainty, there can be only one result—permanent increase of price. The presence of greater demand than supply also creates a market condition which makes a trade-mark most warmly welcome, especially in a line of goods about the quality of which so little is popularly known as about sponges.

No other line of goods sold needs standardization of price and quality more than sponges, and no other line needs it so badly now. It is becoming more and more difficult for druggists and retailers to get enough Mediterranean quality of sponges. As a result it is getting to be a stronger temptation every day to either lower the grade of a certain price, or lower the price itself. The past year or two has witnessed in the trade a sliding scale of decreasing quality being sold at a set scale of prices. To the public the prices have remained the same, but the qualities have shifted downward most remarkably, in keeping with the changing sponge conditions.

No wonder that many consumers have complained of a provoking and suspicious difference in the buying power of their dollar for sponges. Not one word have they heard about the perfectly legitimate and perfectly natural change in the supply situation. With that dull and heedless habit of so many lines of trade, the jobbers, importers and retailers have silently and matter-of-factly cut in half the value given to sponge buyers, and presumed that an equally dull public would placidly take what was handed it without

question, as long as price figures remained the same. The public has had little patience with the entirely inferior sponges the old prices have brought, and has used its only other protective measure,—paid higher price. Now Florida sponges are cheaper and less marketable for both purposes than before, while everybody wants the real thing. "Give us a good sponge, no matter what I must pay for it; I'm tired of buying poorer grades," is the cry of the consumer.

The first merchandising policy which will clear the atmosphere, consequently, is a *trade-marked, sealed sponge of quality at standard sizes and prices.* Then the dealer can't substitute—the sealed envelope prevents it. Then the value and the price is fixed—the advertiser will guarantee it. The price may be a dollar or two above what it is now possible to get for the same grade; but from the consumers' standpoint it is abundantly worth it to buy a fixed thing, wherever he happens to buy. A sponge cannot, of course, be returned if unsatisfactory, but satisfaction can be guaranteed.

The second policy is to develop some of the more difficult deep-sea sponge beds and get a greater supply. If this cannot be done individually, it can be done co-operatively. It is inconceivable that with so strong a demand for good sponges, and many fertile sponge beds just a little out of reach of present somewhat primitive methods, that an organized and well-financed development of



## No Other Sponge Like This—It Wears Like Wool or Chamois

Press it—it's as elastic as delicate watch springs.

Feel it—the fibers are smooth and firm as silk.

Divers brought it from the bottom of a certain part of the Mediterranean Sea, where the temperature is 57° and the food just right to make it grow the finest texture.

It's vastly different from the ordinary weak, coarse sponges you buy (which become worthless in a short time). There is no bath luxury without a fine sponge—either for yourself or the little ones. No brush, no rag, no ordinary sponge or massaging device can cleanse and bathe so satisfactorily. A sponge bath is the only safe bath for all people.

Aravelli's perfect honeycombs—the intricate system of canals is one of Nature's greatest handiworks. Sold in transparent sealed packages, *not* from exposed, unsanitary baskets. No acids have been used to "bleach" them.

*And they are cheap*—a dozen ordinary sponges will go to pieces before this sponge gives a sign of wear. Prices from \$3 to \$12. All styles and sizes to suit your needs.

Make sure of the ARAVELLI seal and the name Mandrucce. Send your druggists' name if you can't obtain the sponges.

**Aravelli Importing Co., New York**

IMAGINARY MAGAZINE AD FOR SPONGES.

the beds will not occur. Whatever the added cost, the public will pay, even if good sponges will have to cost not less than \$8 to \$30; for there are no substitutes for sponges, and a good sponge at \$8 or more will outwear any number of cheap ones.

One of the first objections to be advanced against the plan proposed will be the sealing idea. "How will it strike customers to be sold something sealed shut that they can't examine?" This is answered by the plan to have demonstration sponges which can be kept on hand to show; and further that the customer will feel a good deal safer in buying a guaranteed sponge, the maker and the merits of which he knows, even though it is sealed. The public is buying sealed goods on reputation every day.

There is additional reason for

co-operative trade-marking by the sponge men, in the conservation idea. The haphazard and unscientific methods of native divers and machinery with an eye to to-day's market only are bound to be ruinous. The influx of divers to Florida waters, it is now feared, will ruin the American sponge beds and make even these lower grades costly.

The action of 100 oyster men to standardize their business and distribution is a near parallel; and proves what great advantage to consumer and seller alike can come out of a modern sales policy.

To-day (yes, even to-day, in the time of more enlightened business) it is actually true that some sponge importers are content to almost entirely efface themselves off the business map. They actually supply wholesale drug supply houses, and allow any who choose to call *themselves* the importers. The drug houses are thus enabled to tell the trade that they personally get the sponges from the sea beds, when, of course, they are simply shoppers at the cheapest market.

This illustrates the great need for creative merchandising, instead of routine buying and selling in the most perfunctory, unthinking, habit-hardened way. The result of such a new marketing plan as outlined would, finally, win the sturdy support of the trade, for it would standardize profits. A merchandising policy of taking any goods back which the dealers cannot sell would eliminate the last retailing objection, if any such objection were made, in the face of present optimistic sponge selling conditions.

It is altogether likely that it will be some "rank outsider" who will seize upon this idea and develop it, to the resentment and surprise of the trade, for with their present wholesaling connections the importers are of course fearsome about doing such a thing, not realizing that they hold the master hand in the game, and that it is entirely and foolishly oppressive for any wholesalers to dictate what the owners of a widely de-

manded and natural monopoly of goods should do.

To the public, one of the very best features of the trade-marked and sealed sponge idea would be its great additional sanitary condition. Baskets of sponges exposed to every sort of dust, flies and contact with the thousand and one things which druggists nowadays handle, are not by any means attractive.

That the condition of sponges counts with the public is proved by the fact that, however ignorantly foolish in doing so, many have heretofore liked the sponges bleached with acid to look clean and yellow. Yet any sensible buyer, when it is explained how it harms the sponge without making it one bit cleaner, will give up this foible, which a misguided trade has thought was "demanded!"

Educational work should also be a feature of the advertising campaign necessary for this project. The public should be told of the hygienic value of sponge bathing, as against tub plunges, which are not good for a great many, if not the majority of people.

What does the public now know of the relative merits of "elephant ears," "sheepswool," "grass," "cup" and "toilet" sponges to say nothing of many other kinds? How few people know the value of both sponges for infants and children?

The advertising, in view of the certain universal demand for sponges, could go into the magazines with profit at once, and by offering to sell by mail to those who can't secure them through dealers, distribution could be stimulated throughout the country, especially if a live trade paper campaign preceded the magazine campaign, giving some frank, straight talk to druggists about their advantage in taking hold.

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A list of general magazines is being used to advertise the Arnold Safety Razor. Orders for February issues are being sent out by George L. Mitchell & Co.

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The Bell Telephone Company is sending orders to a list of local newspapers advertising their new directories.

# Why the General Advertiser Should Use Farm Papers

Because for 20 years prices of things the farmer has to *sell* have averaged 25 per cent. advance, while prices of things he has to *buy* have averaged only 10 per cent. advance.

That is why the farmer to-day is buying *more* luxuries than the average magazine reader.

The farmer's cost of living has not increased—but his standard of living *has*, and he has the money to gratify his increased wants.

## The ORANGE JUDD WEEKLIES

are subscribed for by 250,000 of just such well-to-do farmers throughout the United States. Our market reports, whose accuracy is acknowledged by the United States Government, cause Orange Judd Weeklies to be read by the most wide-awake, business-like farmers.

Orange Judd Farmer covers the Central West; American Agriculturist, the Middle and Southern States; New England Homestead, the New England States. Circulation, 250,000 copies weekly guaranteed. Orange Judd Weeklies pay the best known advertisers—they will pay *you*.

### ORANGE JUDD COMPANY

Western Office:  
1448 Marquette Building  
Chicago, Ill.

Headquarters:  
439-441 Lafayette Street  
New York

Eastern Office:  
1-57 West Worthington St.  
Springfield, Mass.



If intelligence, culture, and purchasing ability are indications of advertising value, then

# HARPER'S MAGAZINE

is beyond question the best medium through which to reach the class which possess all three

## ATWOOD GRAPE FRUIT ADVERTISING TO GET IMMEDIATE NATIONAL PRESTIGE.

AN INSURANCE MAN'S "SIDE LINE" TAKING AN AMBITIOUS STEP TOWARD NATIONAL PRESTIGE THROUGH THIRTY MAGAZINES—DISTRIBUTION THROUGH COMPANY'S OWN COMMISSION HOUSES—NEWSPAPERS USED IN AUXILIARY CAMPAIGN.

A man who is in a business avowedly "for the fun of it," as a side line to insurance, and still has pride and push enough to want to establish a country-wide reputation by advertising his goods—even before distribution—should inspire a great many others to do similar creative work.

Kimball C. Atwood, president of the Atwood Grape Fruit Company, went into grape fruit growing ten years ago more as a recreation than anything else, but he has stayed right by the industry, though it is still a "side line," and is now starting to nationalize the use of grape fruit by advertising in thirty magazines. He has 250 acres in Florida, with 25,000 trees.

The managers of his advertising campaign believe it good business in this case to do national advertising before anything like national distribution is concerned, in order to get people in a grape fruit mood before they get ready to buy.

"Do you expect to get full returns from your advertising, when a great many possible consumers have more or less difficulty in getting the fruit?" was the question put to J. E. See, of the Frank Presbrey Agency, who is managing the publicity.

"This grape fruit business of Mr. Atwood's is still young,"

said Mr. See. "We have been advertising only two years, and never before so extensively as this year, when we are using about thirty of the leading magazines. We have commission houses in most of the large cities. But if some man or woman who wants the grape fruit is not in a section where any of our commission houses operate, we supply him from the nearest one, and then endeavor to interest dealers in his district. Just now we aim to get the Atwood grape fruit known the country over. That accomplished, distribution will follow."

A man who had less pride in his product, or who had less capital, would have been nonplussed at the proposition of getting his brand of grape fruit upon the breakfast-tables of the country in two seasons. The publicity for the present season begins with a vengeance in the December magazines, and will be kept up through the February numbers. The copy occupies one-half page vertically. In it emphasis is placed not only upon evidences of superior quality, such as the thinness of the skin, but attention is halted by the claims that

the Atwood grape fruit is an excellent remedy for rheumatism, owing to the presence of the right kind of acids. Thus at one time the epicure and the man who does not feel quite right physically become interested.

The following magazines are being used: *The Red Book*, the *Century*, *Scribner's*, *Harper's*, *McClure's*, *Everybody's*, *Country Life*, *Harper's Bazaar*, *Harper's Weekly*, the *Outlook*, the *Literary Digest*, *Outing*, *Recreation* and *Success*. In addition to this, in order to create business for the dealer, the sales agent is planning shortly to use the evening newspapers in cities like Boston, Pittsburg, St. Louis, Minneapolis,

### TWO KINDS OF PEOPLE BUY AND EAT

## Atwood Grape Fruit

First, those who want the most delicious grape fruit they ever tasted, the thin-skinned kind that is filled with luscious juice and has the genuine grape fruit flavor; the kind that has resulted from years of experimenting and the study of hundreds of thousands of dollars; the kind that a prominent physician of New Haven prescribes for all his patients, telling them to "be sure to get the ATWOOD, for other grape fruit to the ATWOOD is as other apples to pippins."

Second, those who would increase their energy, clear their complexion, brighten their eyes, renew their youth, and rid themselves of rheumatism or gout. These eat ATWOOD GRAPE FRUIT morning and evening.

The Bureau of Chemistry of the Department of Agriculture at Washington, in a recent report said in regard to grape fruit:—

"It combines with certain acids and the resulting combination is one of the most healthful and refreshing of all foods."

All genuine Atwood Grape Fruit has the Atwood mark-work on the wrapper, and every customer should insist on this mark-work by the box or dozen. Price per standard box, containing 24 or 36 or 48, five dollars.



Buy it by the box—it will keep for weeks.

THE ATWOOD GRAPE FRUIT COMPANY

200 Broadway, New York

HALF-PAGE  
MAGAZINE AD.

Denver and San Francisco. Two years ago the newspapers carried the same copy as the magazines; but this winter newspaper space will be used as auxiliary to the magazine advertising,—to advise the newspaper readers not to overlook the very interesting and valuable information about Atwood's grape fruit which appears in the weeklies and the monthlies.

The Atwood brand is identified by printed matter upon the thin paper in which each piece of fruit is wrapped.

Kimball C. Atwood, president of the Atwood Fruit Company, is not interested in grape fruit growing merely for the money he can get out of it. He engaged in the enterprise in an incidental way ten years ago, "just for fun," and the business has been subsidiary to his main work of insurance.

It seems that he owned a home in Florida, on the Manatee River. He sold a crop or two of oranges to good advantage. He then looked into the grape fruit situation and came to the conclusion that the future held big possibilities for grape fruit growing. He accordingly acquired a swamp near his orange farm, drained it at great expense, and planted a grove. He has taken every means to insure growing a fruit of the very top-notch of quality, employing men of scientific agricultural training. He naturally enough is convinced that he has quality in his brand of fruit and feels disposed to "plunge" a bit in the magazines in order that this quality may help create a steady and reliable yearly market.

An interesting feature of the Atwood Grape Fruit copy is the lack of illustrations. As the subject is one readily allowing illustrations of unusual kind, it may be urged that a mistake was made. The sales agent, however, points to the fine display the Strand column copy receives by being run almost always alongside another ad, heavily half-toned. The contrast commands attention.

The St. Louis Paint, Oil and Drug Club had a meeting November 23rd and adopted resolutions requesting the rescinding of the parcels post endorsement made by the national organization.

## THE TRADE PAPER SITUATION.

RAILROAD AGE GAZETTE.  
A consolidation of the *Railroad Gazette*  
and *The Railway Age*.  
NEW YORK, NOV. 23, 1900.

### Editor of PRINTERS' INK:

Replying to your circular letter of the 22nd inst., while the Trade Press Associations of Chicago and St. Louis have taken the action referred to in Mr. Francis' letter of October 30th, reproduced in your announcement, it is my personal opinion that some of the larger associations will not join, largely because of some of the facts brought out in your article. The better class of technical and trade papers undoubtedly see the necessity for strengthening themselves and doing what is legitimate to eliminate some of the publications that have no license to existence; and there is no doubt but what some day they will get together to fight along these lines; but just what the line formation will be it is hard to predict. The amount of money being wasted by manufacturers who patronize the technical and trade-paper fields is astonishing; and it is decidedly up to the papers that are spending the money to make high-class papers and to give the advertiser more than one hundred cents for every dollar expended, to change this situation.

E. A. SIMMONS,  
Vice-President.

The *Ladies' World*, by the publication of the article on Woman Suffrage by Chief Justice Brewer, evidently made an editorial tenstrike. It is being quoted in hundreds of papers from coast to coast and clipping bureaus are bringing daily loads.

*Better Business* is the name of a unique house organ published by the advertising department separately but under the same name by all the Munsey newspapers—the *Washington Times*, *Baltimore News*, *Boston Journal* and the *Philadelphia Times*. They contain many interesting details of successful and unusual retail advertising.

The *Pharmaceutical Era*, beginning with January, will be published monthly instead of weekly. A circulation guarantee is now being made for both the *Era* and the *Soda Fountain*.

The Mackintosh Advertising Agency, of Duluth, Minn., has been incorporated with a capital of \$60,000.

The St. Louis Advertising Men's League held a banquet November 16th at which the subject of boosting St. Louis was uppermost. Mr. E. H. Emery, advertising manager of the *St. Louis Times*, made a particularly strong address in which he declared that a big opportunity had been lost to boost St. Louis.

Fred J. Benjamin, formerly on PRINTERS' INK staff, and recently business manager of *Bench and Bar*, has been made advertising manager of Pawling & Harnischfeger, Milwaukee, the largest builders of traveling cranes in the world.

# Certainly!!

Drugs, toilet articles, etc., ought to be advertised in a publication going into *homes*. And that is where every one of the 100,000 guaranteed circulation of

## NEEDLECRAFT

goes. And your copy is always in good company because we refuse to accept any but trustworthy advertisements and carry a standing guarantee to our subscribers to protect them from untrustworthy ones.

*The rate is 50c an agate line.*

*Forms close 25th of 2nd month preceding.*

*Rate Card—sample copies—any information on request.*

*Ask your agent or address*



NEW YORK.

NEW YORK ADVERTISING OFFICE  
FLAT IRON BLDG.  
C O COLMAN - H W THURMER  
Telephone GRAMERCY 718

**VICKERY & HILL PUBLISHING CO.**  
PROPHETSTOWN.

AUGUSTA, ME.

CHICAGO ADVERTISING OFFICE  
112 DEARBORN ST.  
E H BROWN  
Telephone RANDOLPH 3238



75 per cent, and certain magazines to the extent of 25 per cent. This it was felt would attend to the distribution.

About the first of October, accordingly, Plexo appeared in the following newspapers: the *New York Herald*, *American*, *World*, *Telegraph*, *Tribune*, *Journal*, *Telegram*, *Saturday Mail Magazine*; the *Brooklyn Eagle*, the *Buffalo Courier and Times*, the *Rochester Democrat and Chronicle*, the *Boston Post and American*, the *Worcester Telegram*, the *Providence Tribune*, the *Philadelphia Press and Record*, the *Pittsburg Post*, *Gazette-Times and Press*, the *Chicago Record-Herald*, *Tribune and American*, the *Rocky Mountain News*, the *Denver Post and Republican*, the *Cleveland Plain Dealer and Leader*, the *Cincinnati Commercial*, the *Columbus Tribune*, the *Los Angeles Examiner*, the *San Francisco Call and Examiner*, the *Detroit Free Press and News Tribune*, the *Milwaukee Sentinel and Free Press*, the *Minneapolis Journal and Tribune*, the *St. Paul Pioneer Press*, the *Kansas City Journal*, the *St. Louis Republic*, the *Omaha News*, the *New Orleans Picayune*, the *Washington Star*, the *Louisville Courier-Journal* and the *Indianapolis Star*. To these were a little later added the *New York Review*, and the *Philadelphia North American and Bulletin*.

The following magazines also play a prominent part in the 1909-1910 campaign: *Butterick's Fashion Quarterly*, the *Standard Fashion Quarterly*, the *New Idea Fashion Quarterly*, the *Delineator*, the *Designer*, the *New Idea*, *Vogue*, the *Dramatic Mirror*, *Variety*, *New York Clipper*, *Life*, *Town and Country*, *Dress*, *Town Topics*, *Theatre*, *Standard and Vanity Fair*, the *Billboard*, the *Home Pattern Quarterly*, the *Ladies' Home Journal* and the *Woman's Home Companion*.

All of this advertising was to attract the serious attention of the dealer or to bring upon him an avalanche of inquiries from discriminating customers. But to make perfectly sure that the deal-



Here's a countryside expression that hits the bull's eye:

"Talk is cheap, but it takes money to buy cider."

When more than one hundred and forty thousand families pay five cents a copy for a publication, fifty-two weeks each year, year after year, with the ability to stop any week they desire, there's something to the publication. Also—there's something to the families. The UTICA



has built and maintained its circulation on merit. It has supplied a demand. It has filled a need.

To what extent its columns can be made valuable to an advertiser, is a matter of territory and goods exploited.

Do you want to reach the best class of people in their homes, in the villages, towns and smaller cities of interior New York, New England and adjacent states?

Then it's good business on your part to learn all you can about the UTICA SATURDAY GLOBE. It's our business to lay the facts and figures before you.

Let's get together.

SMITH & BUDD CO.

Advertising Representatives.

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

er did extend this serious consideration the sales managers kept nudging him with every kind of literature known to the resourceful profession of modern merchandising. For instance, a series of Plexo bulletins was sent to a multitude of retailers with the insinuating suggestion that it was purely confidential information, for them alone. But the four-page folder devoted itself to driving in the idea that "Plexo" was advertising or about to advertise in periodicals that would reach twenty-five million people, and then went on to mention specifically the mediums named above.

FULL PAGE MAGAZINE AD.

Following this up were sent a re-order form to dealers handling the line, and a "notification form" to dealers who did not. But at no time were they allowed to forget that a lot of money was being spent in their interests.

The "dealer" treated with such solicitation is, first, the department store man, and second, the druggist. Mainly, the department store, inasmuch as toilet articles are showing a growing tendency for finding the consumer through it, rather than the drug store.

Another feature of the advertising is a big sixteen-page book-

let in order to transmute the present warmth of interest into the real gold of selling enthusiasm, on the part of the retailer. Only four pages of it will be given up to reading matter; the rest will carry reproductions of the advertisements put out in different publications. The center double page will show the covers of the monthlies used, and the corners of the newspapers employed in the twenty-seven leading cities.

The ultimate effect of this large amount of publicity is expected to be to create a recognition of the Plexo trade-mark as a sign of good toilet goods.

#### ANOTHER MANUFACTURER WHO TALKS STORE CO-OPERATION IN HOUSE ORGAN.

PITTSBURGH, PA., NOV. 29, 1909.

##### Editor of PRINTERS' INK:

In your last issue I notice one of a series of articles on Co-operation. I enclose a copy of our house organ containing a little article along somewhat identical lines. It was written by one of our men, and severely arraigns dealers for not backing up advertising, either their own or manufacturer's, more intelligently and thoughtfully.

The fact that the Little Schoolmaster endorses the ideas expressed therein has made our advertising department somewhat chesty and seems to spur that branch of the business to greater efforts. Send along some more spurs.

G. H. SWEARINGEN,  
Asst. Editor.

Philip S. Collins, circulation manager of the *Ladies' Home Journal* and the *Saturday Evening Post*, the two magazines issued by the Curtis Publishing Company, has been elected a member of the board of directors of that concern.

As the result of the initiative of the Missouri Pacific Railway a booster special train has been arranged for the advertising of Indiana manufacturers. A three weeks' trip will be made from Indianapolis to Mexico City. In every large city and route special entertainment plans for the boosting of Indiana manufacturing interests are planned. An entire baggage car will be used to carry advertising and a corps of press agents will accompany the party.

The Preston B. Keith Shoe Company is planning to use a large list of city dailies another spring, advertising Keith's Konqueror Shoes, and the Franklin P. Shumway Company will, as usual, have this business.

The Bullard Thread Company is the Shumway Company's latest addition to its list of textile advertisers.



# Sales Cost Less Than 2%

as shown by the records of a manufacturer of metal roofings who for five years has used the

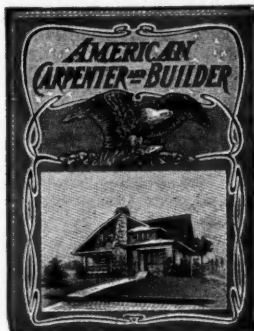
## American Carpenter and Builder

"The World's Greatest Building Paper"

Guaranteed Circulation

### 32,000 Copies

A manufacturer of automobiles writes that the American Carpenter and Builder produced inquiries at a cost of less than 60 cents each, a better record than any other medium.



## For Men Who Buy

The American Carpenter and Builder goes to architects, contractors, builders and prospective home owners; men who are not only interested in building materials and home furnishings, but who are also keenly alive to their own wants and comforts.

## Splendid Medium for General Advertisers

The American Carpenter and Builder carries more general advertising than any other publication in its field. In its columns can be found advertisements of automobiles, pianos, diamonds, watches, razor strops, cigars, suspenders, and other lines never before carried by a trade publication; it has a national circulation and more circulation, measured by both quality and quantity, than any other two mediums in its line.

The American Carpenter and Builder "makes good," as shown by its

## "Proofs of Pulling Power"

Consisting of a handsome portfolio, containing forty-five facsimile letters from well-satisfied advertisers, no one of whom has advertised in the American Carpenter and Builder for less than a year.

Send for a copy of the December number and our "Proofs of Pulling Power."

## AMERICAN CARPENTER AND BUILDER

NEW YORK,  
178 Fulton St.  
J. K. ADAMS,  
Eastern Representative.

CHICAGO,  
185 Jackson Blvd.  
H. W. WALKER,  
Advertising Manager.



man's Home Companion, McCall's, Collier's, Associated Sunday Magazines, Success, and Illustrated Sunday Magazines. Except Success and Collier's, we have at least one full page in each of the above, besides smaller space to follow and precede. We cannot say what our results will be this season, except that at present we are working four nights each week keeping up with the dealers' demand, and we feel that the advertising will keep the dealers' counters pretty clean until Xmas.

"We have a selected list of retailers whom we circularize at least once a month with literature. We have several patent suits



**PHOENIX MUFFLERS**

You have noticed the Phoenix Muffler more than once—whether you live in town or country. You've seen it worn on the street by well-dressed women, children, all men—did you've been impressed with its exceptionally neat appearance—in trim style and faultlessly perfect fit.

The Phoenix Muffler is different from all others. It's the one muffler without a single disagreeable feature. The one muffler that gives comfort. It is warm, gives ease and satisfaction. It is easy to put on and take off. It is a really convenient and practical for such, dress, dress and work. And the Phoenix Muffler is made of the finest material, a choice, performance. Phoenix Mufflers are all in all, they are the best on the market, and they are the only ones that are made of the finest material, a choice, performance. Phoenix Mufflers are all in all, they are the best on the market, and they are the only ones that are made of the finest material, a choice, performance.

**THE ONLY PERFECT-FITTING MUFFLER**

made for every weather condition—light and convenient, for warm and freezing. This season, we've developed the Phoenix Muffler—improved our pattern still—made new shapes and sizes.

**For Christmas**

**PHOENIX MUFFLERS**

50 Cents

**PHOENIX KNITTING WORKS**

FULL PAGE MAGAZINE AD.

pending in the courts, but whether we win or lose them, we feel that we have firmly entrenched the name Phoenix in the consumer's mind so that he will beware of substitutes—we are content to let the other fellow fight for business by cutting prices, etc.; we feel that the best we can do is to make our merchandise a little better all the time and let the public know it.

"Our advertising season starts in October, the accompanying page ad appearing in the December magazines."



## GREATER PITTSBURGH

includes the large city of Allegheny and several other smaller cities aggregating a population of

## ONE MILLION PEOPLE

The principal industry, steel manufacturing, is located there largely on account of fuel conditions, and many other large manufacturers are there because of the steel mills.

Pittsburgh is one of the largest wage earning centres in the country. Over six million dollars per week are paid out in wages under normal conditions.

This vast and prosperous community has three morning newspapers. They vary but little in quantity of circulation, each having its own readers—no one of them duplicating the circulation of another to any considerable extent. Each sells for two cents a copy and no returns are allowed on any of them.

## PITTSBURGH POST

(MORNING)

has for more than fifty years enjoyed the reputation of being a clean, home newspaper, printing all the real news, without fear or favor.

## PITTSBURGH SUN

(EVENING)

under the same ownership and management, has since its establishment within the past three years, become a great factor in the afternoon newspaper field of that city.

The wise advertiser who contemplates an effective campaign in this magnificent market, and makes a study of publicity problems, instantly realizes a far different condition than exists in many other large cities.

Study this one point: You can use every large newspaper of Pittsburgh at less expense than a selection of one or two in any other city that compares with Pittsburgh in population, or possibilities.

SMITH & BUDD CO.

Advertising Representatives.

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

## THE RESULT OF MAKING GOOD

Classified advertisers watch results closely and continue to advertise only in the newspapers that produce the most profitable returns

Every Morning and  
Every Evening the

## Register and Leader Evening Tribune

Combination prints more want ads than all the other Des Moines (Ia.) newspapers together

Combined Daily Circulation  
**Exceeds 54,000**

Combination advertising rate

**7c. AN AGATE  
LINE FLAT**

## Artist Wanted

A man capable of readily grasping selling ideas and rapidly working out ad writers' suggestions for illustrations can secure a permanent position at good salary with a large Eastern manufacturing concern. Large variety of work. Applicant must be able to work with ink, wash and air brush. State experience, salary, references and send samples of work. This is a good place for a young man seeking an opportunity to win a reputation. Address OPPORTUNITY. PRINTERS' INK.

## FEELING FOR A POSSIBLE MARKET BY ADVERTISING.

INTERESTING TEST BEING MADE THROUGH ADVERTISING TO SEE WHETHER THERE EXISTS OR CAN BE CREATED A PROFITABLE MARKET FOR TURQUOISE—MAGAZINES USED.

The readers of the advertising pages of a miscellaneous group of magazines are being put through an interesting quizzing process by the Arizona Turquoise Mines Company. Is there or is there not a large buying public which is willing to spend its money for a stone whose chief value is determined by sentiment more than anything else? So far periodicals whose appeal is to quite different classes have been used. When the evidence, in the form of inquiries or orders from these magazine publics, is all in, the management will then pass upon the data and decide in just what directions future selling energy shall be pointed.

In this experimental frame of mind, George Bell, of Denver, the president of the concern, took up the question of advertising last summer. Copy was prepared for the November and December issues and is now appearing in the *Century*, *Collier's*, *Vogue*, *Scribner's*, *Dress*, *Paris Modes*, and the *Theatre Magazine*.

The advertisements are keyed with a catalog number. As fast as inquiries come in, literature designed to "feel out" these possible buyers is sent. A close watch will be kept upon those who buy or seem to be most interested, to the end that the management may get some light as to what class of people most desire the stone. The handwriting, the style of letter composition, in short, any and every manifestation of the inquirer's individuality will be studied. While replies from the advertising are being received from all the periodicals, no verdict has yet been passed upon the vital point of just what kind of people like turquoise enough to purchase them.

No other business has had exactly the same problems to solve as the Arizona Turquoise Mines Company. The product is not a necessity, and no other advertising campaign has set precedents to go by. The properties of the stone figure in story and legend. The turquoise has a soft place in the hearts of sentimentalists, and its significance has been emphasized by varying folk beliefs. The management and the Federal Agency, which is handling the account, are therefore keenly interested in the results of the advertising. Perhaps there is a sales possibility in the stone that will justify a comprehensive appeal to the whole American public; perhaps, on the other hand, the output will be limited by the hard-headedness supposed to be characteristic of many present-day Americans. If the former proves to be the case, the Arizona Turquoise Company will be happy, and will advertise accordingly; but if the evidence points to only limited sales to special classes, then mediums will be employed that will most effectively get the stones to these people.

In either event this experimental stage of publicity will be deemed successful, and future advertising will undergo a radical change, either being put out along more special lines or pushed into the wide publicity of the general magazines.

Until the trying-out period is past, orders will be filled by mail, the stones being safe-guarded in transit by a special jewelry insurance. Later on it is hoped that distribution may be made through the department stores.

The company mines its own stones in Arizona, and has them finished by a New York lapidary.

The Doylestown, Pa., *Daily Republican* has purchased the *Bucks County Intelligencer*, its rival. Daily and weekly editions will be issued. The *Intelligencer* is the oldest newspaper in Bucks county. Doylestown for a long time bore the reputation of being the greatest small newspaper town in the United States. It has but 4,000 population, but for sixteen years three dailies and five weeklies were published there.

## Large Advertisers of New York

Seeking Business In Suburban Sections Always Select The

## Daily Argus

OF MOUNT VERNON, N. Y.

To reach the people of the district of Westchester county—which is within a radius of 20 miles of the New York City Hall.

A thorough test of the worth of *The Argus* has never failed to prove its value and drawing power.

Circulation 5,000 Daily

Member of Roll of Honor, Printers' Ink, Certificate of American Association of Newspaper Advertisers.

Act now for 1910—Send for Rates.

## THE DAILY ARGUS

Stiles & Merriam, Inc., Publishers.

MOUNT VERNON, N. Y.

## Every Month a Gain

For eleven consecutive months, including November, 1909,

## *The* Chicago Record-Herald

Has shown a substantial increase in display advertising—

A Gain of  
2,285 Columns

Over the corresponding months of 1908  
Circulation and advertising books open to all

## *The* Chicago Record-Herald

NEW YORK OFFICE  
437 FIFTH AVENUE

## THE OPPORTUNITIES IN ADVERTISING.

HOW THE ADVERTISING IDEA HAS  
GROWN—AMOUNT SPENT FOR AD-  
VERTISING—ENORMOUS AMOUNT  
SPENT ON FOOD PRODUCTS—AD-  
DRESS AT BROOKLYN Y. M. C. A.

*By Herbert F. Gunnison.*

Business Manager, Brooklyn Daily  
*Eagle.*

The great characters in history have come down to us very largely because of their ability in obtaining publicity; but in recent years it has become an art, and to a certain extent a science, and people are engaged in this business, and everywhere it has become recognized because of its great importance.

When I began my newspaper career there were but few special advertising writers. I doubt if in Brooklyn there were a half-dozen men who made a specialty of writing advertisements. To-day in this city there are thousands of people engaged in this business. In those days advertising was very crude. A merchant tried to obtain attention by extravagant statements concerning his goods. Advertising was a good deal patterned after the show business. You all recall the circus poster in which the aim of the writer was to get in as many adjectives and high sounding words as was possible. I think we must give credit to John Wanamaker for setting the pace in what is now known as the modern method of advertising. He began by telling the public what he had for sale in a straightforward, honest fashion. There was no attempt to deceive, no extravagant statements, no bombast or braggadocio. It was a simple matter-of-fact statement, told in a simple conversational way, of what his store had to offer to the public. That is the method very largely adopted by the large advertisers to-day.

You may be interested to know to what extent this business reaches at the present time. Of course, it is almost impossible to obtain accurate figures of the amount of money that has been

spent in publicity through the various methods of advertising. As near as can be obtained, however, it is estimated that in 1880 there was spent in the United States \$40,000,000—in 1900 it had reached about \$96,000,000—in 1905 the estimate was \$145,000,000, and it is believed that for 1910 it will reach \$200,000,000. This last estimate would mean a per capita of \$2 spent in this country for advertising alone. It is almost appalling when we think of the large amount of money spent in this way—but consider for a moment that in 1909 expenditures in the United States for food supplies alone was over \$6,000,000,000, and that other family expenditures were nearly \$7,000,000,000. Most all food supplies are obliged to be advertised.

In fact, nearly every article of family use to a lesser or greater extent has to spend money in advertising. Just what proportion the merchant considers should be spent in this way it is hard to say. I believe the general rule in department stores is that about 2 per cent of the gross business is charged to advertising. As I have said, twenty-five years ago there were few ad writers. This business was not systematized, and was in its infancy. In those days merchants, especially wholesalers, depended very largely upon the traveling salesman. It was through this method that goods were sold. Traveling salesmen, to a very large extent, have become a thing of the past, and the newspaper and the magazine and the many other forms of publicity have taken their place. The manufacturer and the merchant create the demand for their goods. The retailer is then compelled to sell them. You have all had experience in this direction. You have been induced to buy patent medicines or a toilet article because of its advertising, and you have had a dealer try to sell you another article just as good.

I was told recently that Marshall Field, of Chicago, refused for a long time to sell "Heatherbloom," but admitted that he was forced to put the goods in his

store because of the advertising and the demand thus created. Advertising compels the shop-keeper to keep the goods that are advertised. It is unnecessary to give illustrations. You all know from your own experience what has been accomplished in this way. I have only to refer you to food products, Quaker Oats, Shredded Wheat and a good many other articles of food which are on the market. One of the most famous breakfast foods now on the market was a by-product in the manufacture of flour. As farina, it was selling at 6 cents a pound—as a named food and as a result of publicity of that article, it now sells for 15 cents, and I could name many other cases where articles (of course, they must have merit) have become well established and profitable enterprises through publicity.

I recall, a few years ago, a clothing store on Fulton street which stated on its windows that they advertised by means of "our satisfied customers." The party

that had that store went out of business a few years ago, and his successor adopted the modern method of advertising. I remember several years ago that Tiffany did very little in the way of publicity. It was generally conceded that the name was so well known that advertising was not necessary, but, as you know, in recent years, Tiffany has become a very large advertiser. It used to be the boast of Brokaw Brothers that they never advertised, and yet in recent years they have been forced to follow the modern method because of the great inroads which Rogers, Peet and other enterprising merchants made, due to their aggressive method of advertising.

Mortimer William Lawrence, vice-president and general manager of the *Ohio Farmer* and *Michigan Farmer*, died at Cleveland November 11th.

The C. A. Badger Advertising Company has been incorporated in Chicago by Anna M. Hayes, J. T. Jarrell and G. P. Severs.

## ADVERTISING INCREASED 39%

### The Press

PHILADELPHIA

#### LAST MONTH MADE A GAIN OF

**39%** or 75,900 more agate lines of Daily Display Advertising than in November last Year.

#### A Greater Increase than any other Philadelphia Morning Paper

The same story for Two Consecutive Months—a repetition of October but better. The Daily Press made a larger increase in display advertising during October compared with the same month a year ago than any Philadelphia morning paper.

**62%** or 1,073 more agate lines of AUTOMOBILE Advertising were carried in last Sunday's Press than in any other Philadelphia newspaper.

**38%** or 2,790 more agate lines of AUTOMOBILE Advertising were carried by The Philadelphia Press last month than by any competitor.

**22%** or 3,871 more agate lines of FINANCIAL Advertising were carried in The Daily and Sunday Philadelphia Press last month than in the same period a year ago.

**ADVERTISERS KNOW THE PEOPLE'S PULSE THROUGH  
THE PHILADELPHIA PRESS.**

December 1st, 1909.

Hugh A. O'Donnell, Business Manager.



## THE POOR SELLING CO-OPERATION OF THE RETAILER.

SOME BUYING EXPERIENCES IN CHICAGO TENDING TO SHOW FATAL LACK OF POLICY IN RECOMMENDING GOODS ON WHICH MOST PROFIT IS MADE—DEALER'S OWN BRANDS—SELLING ON PRICE RATHER THAN ON QUALITY.

*By Blanche Radbury.*

[EDITORIAL NOTE.—This is the fourth and last article of a series which gives the retail buying experiences of a consumer and criticisms of the retail policies and store services of some retailers. These articles are a part of a campaign now being conducted by PRINTERS' INK for better retail service to secure greater sales for advertisers. Constructive articles will follow in later issues.]

I stopped some months ago in a drug store within the loop district to buy a tube of dental cream.

To all appearances the store was owned by an unusually progressive man—the appearance of the place said so in every detail. I had gone in on a sudden impulse, after seeing some tubes in the window. They had reminded me that for some months I had been slowly making up my mind to change from powder to cream as a dentifrice. Advertising in many places, I couldn't recall where, had influenced me. Back covers and inside pages in magazines, newspaper advertisements, street-car cards, and I don't know what all had steadily pushed the cause a little further in my mind as time went along, and when I saw some tubes in a window I suddenly came to a decision to buy.

I was not very decided about a particular brand, which perhaps advertising men will think a little stupid of me. But, remember, that I was seemingly gently pushed from many directions by advertising toward tube cream as against powder, simply. There had been really little initiative on my part, just the tug of the ideas which almost inadvertently had gotten into my mind from advertising reading, probably mostly in the magazines.

It did not occur to me until I

saw some one coming toward me that I had no decision ready about a brand. I was pretty sure that it was Colgate's I wanted, but I knew I had seen other convincing advertising for dental cream, and I was wavering.

The clerk brought out a box of somebody's cream—a brand unfamiliar to me. I asked what other brands there were, and he named a little string of them—Colgate's, "Kolynos," Sheffield's, and the other which was unfamiliar. The multiplicity of names added to my uncertainty.

"What do you recommend?" I asked, looking at the druggist, who seemed like a man of intelligence—he may have been the proprietor.

"This," he said, at once handing me the unfamiliar brand.

If I had hearkened to a little sub-conscious hesitation, I would have taken Colgate's or Sheffield's, which I had read about, but I decided on this occasion to take the druggist's recommendation, generously conceding him better knowledge than I had.

I still have most of that tube of cream. It worked like putty on my teeth, and even though it was perfumed, it had decidedly little cleansing or other properties of value. I gave it to another member of the family, who also balked at using it.

I may be right or wrong, but I believe that the druggist who sold me that tube made a mistake of policy that goes down to rock-bottom business principles. When I stop to think of it, the harm he did was quite far-reaching. He completely destroyed my faith in himself as a purveyor who knows qualities, and, next, he stopped (at least, for the time being) all further effectiveness on me of dental cream advertising. Probably I'll buy some soon, but my impulse to do so has been crippled.

Even then, the end of the matter is not yet! That druggist has made it harder for any other retailer of any kind to sell me anything about which I have had no outside information—either by personal recommendation or ad-

vertising. I was no innocent lamb in buying *before* that incident, I want you to know, but I was perhaps a little more easily trustful of retailers than was warranted. And, yet, that druggist probably prides himself upon his progressiveness!

I wonder if the drug store as a buying place has not grown faster than the merchandising calibre of the druggists? You can—almost—buy baby carriages and groceries in drug stores nowadays! Next to a department store I doubt if any retailer sells so many separate articles as a druggist; and yet he's half a medical man. He has not, perhaps, developed the merchant side of himself to a high enough degree.

But the trouble is that the same lack of far-sighted policy exists in so many other retail lines. Even at Marshall Field's this fall I was assured something I bought would "wash," and it didn't.

Stevens' is a very good store, yet when I wanted a dress shield and called for it by advertised name, I was coolly told the kind I wanted, which is standard, was "no good," and urged to buy one which I have never thought worth much.

Why do I so often strike this matter of price as a substitute for reasons? My grocer is surprised and puzzled if I ask for something more definite about a "fifteen-cent" can of peas than its price. He simply says, in showing me his line, "This is a 10-cent can, this a 12-cent can and this a 15-cent can," and expects my decision at once, without further parley. I know something about the *quality* of Heinz, Snyder, and Van Camp beans, but as for peas, tomatoes, other canned goods and many other lines I am constantly asked to take quality for granted *from price*. If price proved an invariable indicator of quality I might be content with such a simple plan, but it *doesn't*. Jones' 15-cent brand this week is of different quality (and frequently different brand!) than last week, and, of course, no two dealers' 15-cent standards are the same. Do you wonder—that a housewife who thinks looks upon a responsible

advertiser's standard prices and qualities as a great help and saving?

I stopped getting my groceries from Siegel-Cooper's because they always tried to get me to use their own "Hazel" brand instead of advertised brands I asked for, which they did not carry. I would ask for Burnett's vanilla, or Price's baking powder, or Welch's grape-juice, only to be told that they carried only the "Hazel"—their own make. I refused to purchase the "Hazel," because I am by no means convinced that it is superior to trade-marked and well-known advertised products. This practice of putting up an entire line of groceries under their own label is common to many department stores, but the quality, I am sure, is not equal to similar-priced advertised brands.

#### ♦♦♦♦♦ "FRIENDSHIP CALENDAR" FOR BALMER. ♦♦♦♦♦

Thomas Balmer is now in Europe, and his friends are taking advantage of his absence to prepare a unique testimonial that will serve to remind him daily during 1910 that the impression made by him in the advertising field had been of a very lasting character. This testimonial is in the form of a Friendship calendar, with a leaf for every day in the year. Leaves representing different dates are being sent to Mr. Balmer's friends. Each friend is to fill out the leaf sent him—a quotation, a verse, a pen or pencil sketch, a clipping—anything that will serve to recall the friend to Mr. Balmer's remembrance on the day when his particular leaf shall lie uppermost on Mr. Balmer's desk. When all have been collected, they will be bound together as a complete calendar, making probably as remarkable a testimonial as has ever been presented an advertising man. The list of names is being rapidly completed. It is suggested if any friends of Mr. Balmer who read this have not yet been communicated with that they send for one of the calendar leaves to be filled out, addressing, O. K., 96 Bible House.

♦♦♦♦♦  
The International Fire Insurance Company, which is telling "facts about the profits in fire insurance" and is exploiting a brand new financial idea in "Fire insurance profit-sharing certificates," will extend its campaign to a large number of cities in New York and Pennsylvania and will shortly take up two months' advertising series in New York City. Irvin Zimmerman, president of the company, has several successful fire, life and casualty insurance organizations to his credit and states that already the new company is promised a million and a quarter dollars in premiums. This account is being handled by the Richard A. Foley Advertising Agency.

# DOES IT PAY?

After we have absolutely proven the volume and quality of our circulation, after we have shown you that **SUCCESSFUL FARMING** territory, "THE GREAT WEALTH-PRODUCING HEART OF THE COUNTRY," is the richest in the world and that **SUCCESSFUL FARMING** is the strongest single advertising force in that territory, there is another supreme test—"Does it pay?" Here is the answer from men who are qualified to speak with definite authority, for they have paid their money to know. Good returns in any of the lines indicated is proof positive of a progressive buying circulation.

## Cream Separators

### It Lasts

Your paper seems to have one excellent feature, the inquiries during the month do not drop off entirely shortly after people receive the magazine as the weeklies do, showing that it is a publication which stays on the reading table and is preserved as such, not thrown away like the daily or weekly paper.—**LISLE MFG. CO.**

### Cost Per Sale Low

The fact that we are continuing to use your paper and expect to continue to, is evidence in itself that the results are satisfactory, but we are glad to put it even stronger than this; the results have been the best of all the papers that we used. While your rate is higher than a number of others; the cost per sale and the cost per inquiry is considerably less than the cheaper papers.—**A MERICAN HARDWARE CO.**

### Seeds

#### Best Among 250

Among more than 250 publications in which we advertised during the past season, **SUCCESSFUL FARMING** produced us a larger number of inquiries than any of the other papers. We will be with you again in 1910.—**RATEKIN SEED HOUSE.**

#### Increased Where Others Decreased

**SUCCESSFUL FARMING** should have extra credit for showing a decided increase (in 1909 over 1908) when most of the other papers fell off.—**L. L. OLDS SEED COMPANY.**

For \$2.00 a line you can explain the million of the most independent people **SUCCESSFUL FARMING'S** territory, "THE GREAT WEALTH-PRODUCING HEART OF THE COUNTRY."

## Incubators

### Will Increase

Returns from your paper for the season of 1909 have been very satisfactory and we are going to increase our advertising in your paper for the season of 1910.—**WISCONSIN INCUBATOR CO.**

### \$9.72 for Each Dollar

We paid \$33.66 for space and received

\$300.28 in business. We got 67 orders, 232 inquiries at a cost of 13 cents each, which is .07 cents below the average. For each dollar spent we received \$9.72, which certainly makes a very profitable showing.—**BERRY'S POULTRY FARM.**

MORE THAN  
**400,000**



**GUARANTEED**

## Fence

### Each Month

We see by checking up what statements we have that your paper has already brought us in something over \$1200.00, and we have paid you about \$111.00. As we figure on 10 per cent

for newspaper advertising in our business, you see you are in the limit now. Last year your paper sold for us at about 8 per cent. There are only four papers we advertise in every month in the year and yours is one of them. You may know we think a good deal of it.—**UP-TO-DATE MFG. CO.**

### Volume and Quality

The results from **SUCCESSFUL FARMING** are such as must compel marked attention from an advertiser's standpoint. The volume and quality of the inquiries are very favorable, indeed.—**CYCLONE FENCE CO.**

**SUCCESSFUL FARMING -- DES MOINES, IOWA**



### THE MAN OF THE HOUR

The prosperous farmers in **SUCCESSFUL FARMING'S** territory, "THE GREAT WEALTH PRODUCING HEART OF THE COUNTRY," have more wealth now on the average than any other body of people in the world.

Every town and city home in this country is at this very moment paying out real money for the necessities of life that are raised on the farms in **SUCCESSFUL FARMING'S** territory. Every one who eats pays toll to these owners of the world's granary.

For \$2.00 a line you can explain the merits of your products to more than two million of the most independent people on earth in over 400,000 farm homes in **SUCCESSFUL FARMING'S** territory, "THE GREAT WEALTH PRODUCING HEART OF THE COUNTRY."

**SUCCESSFUL FARMING, Des Moines, Iowa**

# COMFORT

*The Key to Happiness and Success  
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.

VOL. XXII

JANUARY, 1910

No. 3





# BEGIN THE NEW YEAR RIGHT By Trying Space In NEW YEAR'S COMFORT FOR JANUARY

The title page of which reproduced in miniature above is suggestive of that day of good resolutions and annual regrets for past errors. Those who have been and still are crowding COMFORT'S advertising columns to the limit with their advertisements have no regrets on that score to cloud the closing hours of the present year. Ninety per cent. of COMFORT'S ads are keyed.

## THE KEYED-AD. MAN STAYS BECAUSE COMFORT PAYS

81 per cent. of COMFORT'S subscribers make a practice of patronizing its advertisers. Housed by inclement weather, our readers in a million and a quarter homes will while away the long winter evenings reading and discussing their January COMFORT, ads and all.

**NEW YEAR'S COMFORT** will bring its advertisers new customers and new business from its

**Multitude of New Subscribers**

NEW YORK OFFICE:  
1105 Madison Ave.,  
WALTER R. JENKINS, Jr., Representative

W. H. GANNETT, Pub., Inc.  
Augusta, Maine

CHICAGO OFFICE  
1035 Milwaukee Bldg.  
FRANK H. THOMAS, Representative

## Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

The Hamburg-American Line is noted for its artistic booklets, and two or three which have recently been issued most creditably maintain this reputation. One entitled "Winter Voyages" is particularly beautifully laid out and illustrated. It contains sixty-four pages, all of them printed inside of a double border of gray-blue and illustrated with beautiful photographs in black or gray tint. The cover in blue is a mounted color tropical scene and the tropical and Oriental atmosphere is maintained throughout.

Minute information is given in the text as to scenery, service, time, cost, itinerary, etc. No detail is eliminated in descriptions of places visited or accommodations offered. In fact, so much matter is gotten into the book that the result is a trifle too much crowding for typographical perfection. The back cover has a most attractive silhouette of palms, sea and steamer printed in gray on blue stock and the border printed in silver.

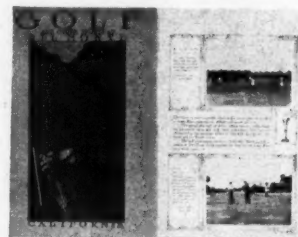
Another of the Hamburg-American Line booklets is devoted to South American cruises, and while the cover is extremely artistic, the inside is in black and white only. The photographs, how-

ever, are most unique, showing scenery with which Americans are rather unfamiliar in the Straits of Magellan and in Argentina. One picture showing huge piles of wheat sacks awaiting shipment gives a hint of the farming wealth of that country.

Both of these booklets are intended to boom the South American and Oriental passenger traffic of the Hamburg-American Line and are striking evidences of German enterprise in pushing their already powerful prestige on the seas.

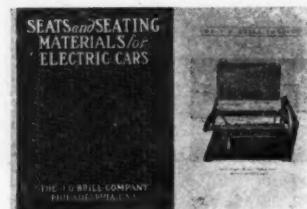


Another one of those remarkably beautiful California hotel booklets has been issued for the Hotel Del Monte, California. A subdued but extremely tasteful cover design on brown



stock is a good introduction to the inside pages, which are printed on white pebble stock. The photographs are all set in extremely artistic panels printed in brown with a side panel attached for a description of each picture. Marginal and top and bottom pen and ink sketches, printed in brown, afford tasteful relief. About the photographs themselves one might grow enthusiastic, for they are perfect examples, in spite of the pebble stock on which they are

printed. Probably only in California could such a uniformly high order of photographs be obtained. The booklet was produced by James King Steele and printed by the Stanley-Taylor Company, San Francisco.



is a very lifelike reproduction as well as an attractive cover. Exceptionally good photographs of the various car seats are shown in half tint.

A concern selling advertising quite frequently is seemingly in need of



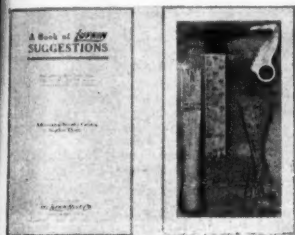
knowledge how to do its own advertising better. This, however, does not hold good with a booklet just issued by Lufkin, manufacturers of advertising specialties and novelties, etc. A handsome cover, embossed with a border of green on green stock, prepares for equally high-class work inside. Each page is printed in black inside of an olive brown border, and each left-hand

photographs on a light green tint background, with some pages printed on a tint block, gives an air of most careful typography throughout. At the back an application blank is printed with regular memorandum ruled blank spaces for preferred lot numbers.

• • •

The Paraffine Paint Company, San Francisco, has recently issued a booklet for Malthoid Roofing which is somewhat out of the beaten path. It is small in size, with a deep orange tint block over every page. The text is printed in black, surrounded by a narrow white line. On each page are breaks in the tint block, on which, in black and white, are shown some active pen and ink illustrations.

The copy gets right down to business and its more vivid sentences form the facts for the illustrations. The cover design (repeated on the back cover) is

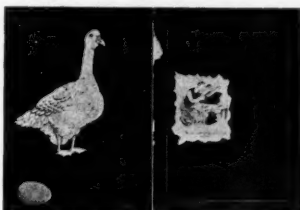


page is a very sharp and clear illustration block, sometimes in color, showing the various measuring tapes, rulers, etc., made by the concern. Forty pages are used to very good advantage. The booklet was the work of Rogers & Co., Chicago and New York.

• • •

Easterners can scarcely grasp the great activity in real estate advertising in the West. A great bulk of the advertising literature and newspaper advertising done in many Western sections is real estate advertising.

A particularly strong piece of booklet work advertising real estate has just been issued by the Southwestern Irrigating Realty Company, and printed by the Stewart Scott Press Room



a particularly good piece of work, in strong black and white. Few roofing booklets have the snap, both in typography and text, of this one.

• • •

An interesting scheme has been tried by Van Zandt, Jacobs & Co., Troy, N. Y., in a new booklet catalogue issued. Opening what seems to be the front there are forty-eight pages of matter about collars. Then the pages run upside down, and by consulting the back



Company, St. Louis. A background of a green reproduction of canvas at the top and bottom affords contrast for a most salesmanlike title in orange—"2 a Week Buys a Lot in Tobin, Texas, in the Path of El Paso's Certain Growth."

The middle of the cover, both back and front, is used to show a bird's-eye view of El Paso from an elevation. The inside pages contain unusually strong copy printed inside of green tint borders. A plentiful sprinkling of



cover it appears that the back end of the book is devoted to Paris dress shirts, by the Burt Shirt Mfg. Company.

Both collars and shirts are illustrated on a half-tone background of embroidered linen, with a mortise for sizes and styles. The copy on collars at the front is interesting, demonstrating the fly argument with a sectional illustration.

## The Prize Idea Contest

PRINTERS' INK offers \$100 in prizes for the best and most helpful suggestions for advertisers in any line of business. Ideas may relate to newspaper or magazine advertisements, booklets, car-signs, posters, windows displays, etc. Or they may apply to any phase of distribution and salesmanship. Entries will be judged on the basis of their practicability and probable value to advertisers and advertising agents.

### SUGGESTS WIDER USE OF PRICE.

BENSON & EASTON,  
Advertising Agents.  
CHICAGO, NOV. 10, 1909.

Editor of PRINTERS' INK:

Why do advertisers omit the price? Here is an advertisement of a chair that I am more than half tempted to buy. Just the sort of comfortable lounging chair I want. It all looks good to me—the cuts, the description, all very alluring. I look eagerly to the foot of the ad to see what the chair costs. No price. Instead, a coupon, inviting the reader to send for descriptive pamphlet of various styles of the chair.

Why, I'm perfectly satisfied with the style described. In fact, would buy it if the price were right. But now—well, I wonder why the price isn't given. Is it so steep that my courage to invest must be screwed up by easy stages? My desire to buy is chilled and I don't send the coupon for more information.

Is this case typical or exceptional? Is it not a fact that everybody, rich, poor, young, old, male, female, wants to know quickly: what's the price? Isn't the omission of the price tantamount to a confession that it is stiff—very stiff?

It is difficult to see what good is accomplished by leaving price out. Possibly there may be more inquiries if silence is maintained on that point, but will there be more sales? And isn't it a fact that a good many purchases are lost through failure to state the price? For an overwhelming majority of people want to know the price, first thing.

Isn't this price-omitting way of advertising just a relic of commercial barbarism—a tradition of days when people used not to buy and sell but to "dicker"—when there were many prices for the same article according to the reliability and possible wealth of the buyer and the financial condition or passing mood of the seller? By all means, let us have the price!

ROBERT EASTON.

### AN IDEA FOR PUSHING RUBBER HEELS.

NEW YORK, NOV. 12, 1909.

Editor of PRINTERS' INK:

I think there are great possibilities for increasing the demand for rubber heels among persons who do a great deal of walking. There are thousands of policemen and lettercarriers in this country. A careful system of corre-

spondence that would reach this immense army would be effective. A booklet directed to each one of them, as far as possible, explaining the advantages of rubber heels, their superior wearing qualities, the pleasure it gives to walking, and also some specific information as to how much the rubber heel outwears the leather (which it certainly does); also some testimonials from letter carriers and policemen who have used them, would, I think, increase the number of wearers of rubber heels.

The enclosed ad may serve all right as a reminder, but I don't think the average man who has to do a great deal of walking cares a rap whether Johnny Hayes won the race with rubber heels or leather ones. But if you can give this man some facts showing the advantages of rubber heels to him personally, he will become interested. And this could be done by a booklet to his home.

Hoping this suggestion is favorably received, I remain

D. A. BUCKLEY,  
Care Boston Globe.

### BASE BALL PLAYER AS HOSIERY AD.

BOSTON, MASS., NOV. 15, 1909.

Editor of PRINTERS' INK:

Here is a suggestion I would like to offer in your contest for new advertising ideas.

I think if the Holeproof Hosiery Company showed a full-length picture of one of the leading baseball players during the ball season wearing the Holeproof stocking it would attract attention. A man will look at a full-length picture of Mathewson, Wagner or Cobb any time, and if that picture shows one of them in the act of pulling up a Holeproof stocking, so much the better.

The ad should contain a testimonial letter from the player stating that he found the Holeproof stocking the ideal one to stand the hard wear and tear of the ball field, and because of the fine wearing qualities of the stocking he likewise never wore anything but the Holeproof socks also.

D. A. BUCKLEY.

### MORE "LIFE" FOR GILLETTE SAFETY RAZOR ADS.

ASBURY PARK, N. J., NOV. 11, 1909.

Editor of PRINTERS' INK:

Here is a suggestion (perhaps old) that I think—or rather know—will help

the sales of a number of products generally advertised. Take the enclosed Gillette advertisements, for instance.

There is no life in the advertisements sufficient to attract the attention of nearly as many possible buyers as if it had a half-tone cut of a wash drawing showing men of different classes and ages using the razors at different times.

These advertisements could be run in three series—for the business man, the traveling man and the college man.

The traveling man could be shown shaving himself in a sleeping car, the business man before taking a bath, the student before classes begin, could be one of each series.

DAVID BRODSTEIN.

### A STRONGER MONEY BACK GUARANTEE NEEDED.

KIESLING, WASH., NOV. 20.

Editor, PRINTERS' INK:

I suggest an addition to the "Money Back" inducement in mail-order propositions. The gist of the usual agreement is, "your money will be instantly refunded, if you are not pleased." "Your money" means the original purchase price, and that is all. But in case you are not satisfied—and there is always a chance that the goods will fall short of your expectations—you still lose something by the transaction. You are at least out the price of a stamp and money-order and stationery. With heavy articles sent "on suspicion" you often lose transfer or delivery charges. This is not a mighty consideration, but it will often carry enough weight to deter cautious and economical people from accepting the otherwise liberal terms.

If the advertiser has unlimited confidence in his wares, why shouldn't he take all the risk. The presumption is that once in sight the goods themselves will clinch the sale. An offer like this might be made: If you are not satisfied with our article in every respect return same to us. We will refund the purchase price immediately and add \$.... to repay any expense you were at in making the inquiry and transferring the goods.

The sum will very, of course, with the business. It should be large enough to cover comfortably the cost of the inquiry to the *inquirer*; but not generous enough to make it profitable to send an insincere order. Surely, so liberal a "money-back-if-not-satisfied" guarantee would win the confidence and the custom of the most skeptical and close-figuring consumer, provided the guarantor "has the goods."

R. E. DYAR.

### VOCAL MUSIC SHOULD BE ADVERTISED.

ROCHESTER, N. Y., NOV. 19, 1909.

Editor, PRINTERS' INK:

The advertising of vocal music has never had adequate attention. There are but a few music publishing houses in the United States whose energies are devoted to the bringing out of vocal music of the better class.

There are thousands of home singers, folk who sing for the amusement and enjoyment that they, personally, derive from it. Many of these people prefer the good music to the clap-trap of the "popular" composer. The only way that they can get in touch with good, new music is through the local professional singers.

Appropriate magazine advertising, giving definite information as to the type of song, the kind of voice required to sing it, the exactions of the accompaniment and the price, would result in these home musicians going to their local music stores and buying. It could even become a possibility as a mail-order plan. The organization of a clearing house, composed of the good publishers, like Schirmer, Ditson and others to handle these sales is a very live possibility.

The possibilities of the copy are limitless and alluring, added to which the idea is absolutely new, and would have the attraction of novelty as well as solid utility. It would be a pleasure to develop this more in detail if you feel it desirable.

R. M. BARSTOW.

### CO-OPERATIVE BOOK ARRANGEMENT FOR MAGAZINE PUBLISHERS.

BOSTON, MASS., NOV. 23, 1909.

Editor, PRINTERS' INK:

A plan for a publisher of a magazine who is also a large publisher of books; such as Funk & Wagnalls Company, Scribner's, etc.

Form a co-operative book-club.

By payment of a three-year subscription for the magazine at the full rate the subscriber becomes a member of the Co-operative Book Club. Membership in which entitles him to purchase books issued by the publisher at wholesale prices, provided that in ordering books remittance accompanies order, or that he present a certificate to retail booksellers.

It might be well to add a dollar to the full rate price for a three-year subscription for the magazine, in order to cover the extra cost of packing small orders for books.

It might also be well to make the subscription payable in installments covering three or four months. Suppose the subscription price of a magazine is \$3; for three years plus one dollar the price would be \$10 per membership. If this offer appeals to 10,000 people (and it probably would attract many more), it means that the publisher secures \$100,000 for working capital within a short time.

It stimulates the buying of his books because it offers a big saving to the book buyer. It is as though he began to supply 10,000 small dealers who remit when ordering. It injects an element of stability into his magazine circulation that greatly increases its value as an advertising medium. It cuts down renewal expenses. Every book is sold at a profit. Nothing is given away.

P. P. MASON.

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

STREET RAILWAYS  
ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
HUMBOLDT BANK BLDG.  
SAN FRANCISCO

## MEDICAL ASSOCIATION SEEKS TO BAR ALL AD- VERTISED PRODUCTS.

"COUNCIL OF PHARMACY" CREATED TO PASS UPON PRODUCTS WHICH AFFECT THE HUMAN BODY—EVEN POND'S EXTRACT, DIOXOGEN, LISTERINE, ETC., WHICH STRICTEST MAGAZINES NOW ACCEPT, NOT ACCEPTABLE TO ASSOCIATION—TRADE-MARK NAMES OBJECTED TO—NOT ALL PHYSICIANS IN AGREEMENT WITH THE PLAN.

By S. C. Lambert.

Claiming to be actuated by a desire to discourage and discountenance quack medicines, nostrums and "cure-alls," the American Medical Association has adopted a most surprisingly restricted policy regarding all proprietary articles advertised to the laity.

A "Council of Pharmacy" has been appointed by the association, including some of the most prominent professors of chemistry and pharmacology connected with the larger colleges and universities. Other members, well known in the Government Service, are Dr. H. W. Wiley, Chief of the Bureau of Chemistry of the Agricultural Department, and Dr. L. F. Kebler, Chief of the Drug Laboratory, Department of Agriculture. The personnel of the Council is above reproach, and without question most beneficial results might be accomplished if the work of the Council and Association were conducted along broad lines and with the *real object* in view of discouraging the manufacture and sale of objectionable secret medicinal preparations.

The "Official Rules" governing the work of the "Council of Pharmacy," are, however, so narrow in their classification of the proprietary articles condemned by the association, regardless of merit, that the entire movement is open to considerable criticism. The question naturally arises, "Can it be possible that the American Medical Association is openly trying to prevent public knowledge of such articles as are for the common good in the preservation

of health, with a view to confining medication even of the simplest, safest kind, to the profession?" It has long been a matter of common knowledge, that many physicians, as a matter of principle, will not prescribe anything with which the public has become familiar through the advertising of the manufacturer. As one physician of this class frankly confessed to the writer, "If we prescribe something the patient knows all about, the next time the patient has the same trouble, he will go direct to the drug store for the same thing. Furthermore, if I prescribe an advertised article and it cures, who gets the credit? The credit all goes to the advertised preparation, and the patient tells all his friends about it, forgetting the physician entirely. But if I prescribe something known only to the profession, then it is Dr. So and So who cured the patient—the physician gets the credit."

Individually, we can hardly blame physicians for giving some thought to the commercial aspect of their practice—yet it seems almost beyond belief that an organization like the American Medical Association should openly draw the lines as closely as they are apparently doing.

The "Introduction" to the "Official Rules," of the Council on Pharmacy and Chemistry of the American Medical Association, reads as follows:

"The following rules have been adopted by the Council with the object of protecting the medical profession and the public against fraud, undesirable secrecy and objectionable advertising in connection with proprietary medicinal articles. Those physicians who *wish to profit* by this protection can do so by confining themselves in their prescribing to articles which are contained in the current issue of the United States Pharmacopœia (U.S.P.), the National Formulary (N.F.), or of "New and Non-official Remedies" (N. N. R.)."

All proprietary preparations, accepted by the Council, would have to be listed in the "N. N. R.," and here are a few extracts from the rules governing such acceptance.

"The term 'proprietary article' in this place shall mean any chemical, drug or similar preparation used in the treatment of disease, *if such article is protected from free competition*, as to name, product, composition or process of manufacture; by secrecy, patent, copyright, or in any other manner.

"Rule 1. Ingredients.—No article shall be admitted unless its active medicinal ingredients and the amounts of such ingredients in a given quantity, be furnished for publication."

In other words, no matter what the merit of a preparation may be, the American Medical Association advises its members not to prescribe it, unless the manufacturer will publish all the details of its *manufacture*—thereby depriving the manufacturer of his real ownership of the article in question.

"Rule 3. Direct Advertising.—*No article that is advertised to the public will be admitted*; but this rule will not apply to disinfectants advertised for use *other than on the human body*, or to non-medicinal food preparations, except where advertised in an objectionable manner."

This rule, more than anything else, points out the narrowness of the association's methods. Merit, quality, efficiency are given no consideration whatever if the manufacturer advertises to the public and tells the public how to use the preparation without the advice (and fee) of the physician. Note the expression "disinfectants advertised for uses *OTHER* than on the human body"; of course, they do not exclude such a preparation as "Platt's Chlorides," for example, because the public as a rule doesn't ask the physician for a prescription on how to treat an ill-smelling sink. Can any interpretation but selfishness be placed upon this rule? It excludes, for example, such articles as Pond's Extract and Dioxogen, two preparations of absolutely known composition—one of them a pure extract of Witch Hazel and the other a pure peroxide of hydrogen ( $H_2O_2$ ). Neither has a secret formula, both are absolutely safe and harmless for the public to use,

neither makes any extravagant claims as to curative properties, the advertising of both is accepted by those lay publications whose rules are the strictest regarding the acceptance of medicinal advertising, both are for *external* use, and yet, *because they are for the human body*, the American Medical Association refuses recognition.

Another example, showing the real absurdity of these rules is Listerine. Listerine is almost universally used and prescribed by physicians for a variety of purposes. There is no doubt about its value—it is not a "cure-all," or patent medicine. Yet if Listerine should be advertised to the public, the A. M. A. would immediately place their ban upon it, because it is an antiseptic for use on the human body! Their real purpose is to *protect the physicians' pocket-book*—not to protect themselves and the public against fraud or quackery.

Another clause in the Rules is also somewhat startling. Under the head, "Objectionable trade names for official substances," is noted that

"the application for 'trade names' to official or established non-proprietary products tends to confusion and fosters many abuses. It can only be condoned if the trade value possesses priority as previously defined. Such trade names will therefore not be admitted by the Council except in those few cases in which the trade name has already come into extensive use. The protection of the manufacturers can be amply secured by appending the firm or brand name to the official name, and to this there can be no objection."

The effect of this is that "Oakland Chemical Company's" Peroxide of Hydrogen would be acceptable, if not advertised to the public. "Dioxogen" or "Listerine" would not be acceptable because they are trade names.

The following is more context from the "Rules" bearing on the subject of advertising:

#### DIRECT ADVERTISING.

The impossibility of controlling the irresponsible claims which are usually made in advertisements to the public, the well-known dangers of suggesting by descriptions of symptoms to the minds of the people that they are suffering from the many diseases described, the dangers of an unconscious and innocent formation of a drug

habit, and the evils of harmful self-medication, including the dangers of the spread of many infectious and contagious diseases when hidden from the physician, and similar well-known considerations, are the reasons for discouraging, in the interest, and for the safety, of the public, this reprehensible form of exploitation.

In the case of subjects on which the public should be instructed, as the use of disinfectants (Rule 3, Page 6), limits this to disinfectants for use *other* than on the human body, and foods, such advertisements, if not in objectionable forms, are considered admissible.

We may divide the foods into three groups. The first group contains the ordinary foods, including the well-known breakfast foods. These do not come under the supervision of the Council in any way. The second group includes medicinal foods proper, such as predigested foods, which have a relatively low food value and which are characterized by a high alcohol or preservative content, and which frequently contain strictly medicinal substances, or food substances for which distinct therapeutic properties are claimed. These products should be used only on the advice of the physician, and the advertisements should be restricted as in the case of ordinary medicines. The third group includes a large and important class of manufactured products, such as invalid and infant foods, which in a sense stand between the first and second groups.

The public has the same interest in these foods that the physician has, and usually has full information concerning them. While the primary recommendation of these articles should naturally come from the physician, it can not be expected that their continued use should depend on repeated prescriptions. Information concerning this group of foods would come naturally and properly from a physician, and the collection and dissemination of this information may very properly be included in the work of this Council. As the use of products in this class is an extended one, it is not proper to limit their advertising to medical journals, but the advertising should be permitted in the lay press so long as it is conducted in a manner compatible with the rules of the Council.

#### INDIRECT ADVERTISING.

It should be remembered that the sole intent of this rule is to protect the physician, so that in prescribing a proprietary medicine he need not unconsciously become an advertising agent of proprietors. The rule imposes no restriction on the legitimate methods of bringing a remedy to the attention of the profession, such as advertising in medical journals, circulars and other printed matter distributed solely to physicians. The rule applies only to the package as it may reach the patient. The naming of diseases on the label or package is not necessary, as is shown by the very large number of proprietary products which have been successfully introduced without resorting to this expedient. This method of popularizing a proprietary remedy with the laity

is most objectionable, and should not be tolerated in any form. The Council considers therapeutically suggestive names (See Rule 8, b) as an unworthy expedient to the same end. It would refer to have therapeutic indications omitted from the label and package, but does not insist on this point, because these are useful in some exceptional cases.

It will be considered an infringement of the rule when an article is marketed in bottles which have the name of the article blown into the glass, or if otherwise the name or initials or other distinctive mark of the article are permanently stamped on the container, on the article itself, or are contained on the stoppers or seals. Articles which are marketed in any of these ways are not admitted. Readily removable labels are not objectionable. The Council does not countenance the use of an admitted article for advertising other articles which have not been admitted by the Council.

The American Medical Association controls, through state and national organizations, the policy of a considerable number of medical journals, the most prominent of which are the *Journal of the American Medical Association* and the *N. Y. State Journal of Medicine*. None of the publications controlled by the A. M. A. will accept the advertising of any article which does not conform to their rules of advertising to the public.

In competition with the A. M. A. there are a large number of high-class medical and surgical journals that will accept the advertising of any meritorious preparation, not advertised in an objectionable manner to the public. Many of these journals do not hesitate to condemn the narrowness of the A. M. A. rules, appreciating the fact that the public demands that they be fully informed concerning hygienic measures and any simple and effective preparations which can be used by them with perfect safety in the prevention of disease.

It is the writer's opinion that the manufacturer of any legitimate preparation, which in the interests of humanity the public should know about, need not hesitate to advertise to the public. By a careful selection of medical journals the majority of the better physicians can be reached—and these physicians will in most cases be those who are broad enough not to let "advertising to the laity" interfere with their judgment of any proprietary preparation.



## DURHAM RAZOR NOW GOES IN MAGAZINES.

PRELIMINARY NEWSPAPER CAMPAIGN IN CITIES "CATCHES ON," AND BIG VOLUME OF SAFETY RAZOR ADVERTISING IS HELPING TO CARRY NEW RAZOR SWIFTLY TO NATIONAL DISTRIBUTION—COMPREHENSIVE MAGAZINE CAMPAIGN PLANNED.

From the lady who sells safety razors at 10 cents per to the Pennsylvania hopeful who thinks he has them all on the run with one that you can't tell from a fountain pen, the safety razors are as thick on the market and on the magazine pages as grasshoppers in new mown clover.

Such heavy advertising of a class of products creates a unique opportunity for any advertiser who can "go the game one better." If he can make an article which falls in the well-advertised class, and yet at the same time has advantages outside that class, he has a lovely chance to stampede the public desire created at large cost by a group of advertisers, toward his own product.

This has been illustrated somewhat by the very rapid campaign for the Durham Duplex Razor.

The rise of the Durham Duplex is the story of publicity pretty keenly directed, and planned in its successive stages before any copy was put out. Right at the beginning the promoters knew that the idea of the razor, once set forth in print, would carry far because of its very curious interest, and its manifestation of timely enterprise in taking advantage of the immense publicity force of the regulation safety razor advertising. The novelty of the scheme in combining the best points of the safety and the old-fashioned razor created a great deal of valuable talk and discussion that brought a widespread distribution, more quickly, perhaps, than any other article put out in the past twelve months.

The second stage in the effort of the sales force to secure a national market begins with the December magazines. Newspapers

alone had been used, till the approach of Christmas, with its present-buying multitudes, offered too good a chance to let slip by. Accordingly, copy, embodying pointed suggestions of making the Durham Duplex a Christmas gift, was prepared and is appearing in the following December magazines: *Everybody's*, *Cosmopolitan*, *Hamp-ton's*, *Popular*, *Literary Digest*, the *Outlook*, *Collier's* (two issues), and *Saturday Evening Post* (two issues). Full-page space is used except in *Collier's* and *Saturday Evening Post*, in which a unique size for half a page is used, assuring dominant position.

While the Durham Duplex en-

### The One Gift Every Man Wants

A man's appreciation of a gift depends on how useful it is to him—not how much it costs. He will prize the

**DURHAM-DUPLEX RAZOR**

Because it is both useful and convenient. Useful because it is a perfect razor. It does not cut you like the old style razor—there are no nicks like the bar shaped safety— it does with the correct double edge—no slipping or tearing necessary. In handsome leather case, with its double edge interchangeable blades. Price—worthless.

Special Holder Sets in beautiful Pyralis case. Silver-plated sets, \$4.00. Gold-plated sets, \$7.50.

DURHAM DUPLEX RAZOR COMPANY  
NEW YORK

ters the magazines at this time in order to profit from the Christmas season, it does not mean that the monthlies will not be used later. Indeed, the sales manager is now planning a comprehensive magazine campaign, to run alongside of that carried on in the newspapers, although the precise mediums have not been decided upon.

The inventor of the Durham Duplex, Mr. Durham, cashier of the American Tobacco Company, was alive to the valuable selling points of the product. The razor could be made to appeal to those who for one reason or another disliked the ordinary safety, and who were yet aware of the deficiencies of the old-fashioned razor. Good merchandising demanded

*Established 1887*

# The Pharmaceutical Era

*Established 1902*

# The Soda Fountain

From January 1, 1910, in all contracts for space in these two *monthly* publications, the following clause is made a part of the contract:

## **CIRCULATION GUARANTY**

THIS CONTRACT is for a circulation of not less than 20,000 COPIES on each MONTHLY edition of THE PHARMACEUTICAL ERA or THE SODA FOUNTAIN, and if the circulation of any edition during the life of this contract is less than 20,000 copies, the charge to the advertiser is to be reduced pro rata with no extra charge for increased circulation.

We are the pioneers in our special field, in the protection of our advertisers with large *circulations*; live, up-to-date *journals*, and in not asking our customers to pay for service which they do not receive.

If you want to reach the buyers of the drug or the soda fountain trades, ask for our circular on "*Circulation for 1910.*"

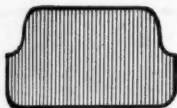
FREE ON REQUEST.

## D. O. HAYNES & CO.

Publishers

90 William Street

New York



### Won't Crack or Show Finger Marks

Here is a real office convenience—celluloid tipped card index guides. Always clean, always in place. Fold over top of card and stay there. Don't crack, curl or fray.

#### Celluloid Tipped Guide Cards

outlast all others. Three of the ordinary guides fail to give the service that one of ours gives. Ask your dealer for the "one piece" Celluloid Tip Guides or write for samples.

**STANDARD INDEX CARD CO.**

701-709 Arch St., Philadelphia

"A Daily Newspaper for The Home."

## The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. News service from both Associated Press and United Press Association

New York Office: 1 Madison Ave.  
Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on application.

**9,000 Readers** (all interested in Cinematography)

OF THE

### Moving Picture News

will read **Bring GOOD Results** your ad. and

**TRY IT** **TERMS ON APPLICATION**  
Cinematograph Pub. Co., 30 W. 13th St., N. Y.

THE LEADING THEATRICAL WEEKLY

## VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office  
1536 BROADWAY, NEW YORK CITY

speedy distribution, for imitators are clever and often, most annoyingly good salesmen.

Therefore, beginning last August, the best newspapers, morning and evening, were used in New York, Boston, Philadelphia, Chicago, Cleveland, Cincinnati, Baltimore, Detroit, Pittsburg and Providence. This centering of energy upon the territory east of the Mississippi was designed in order to reach in the shortest possible time the area that held the majority of the population of the country. Live dealers in all these cities and those near them responded by expressing a desire to carry the Durham Duplex. Drug-gists, hardware merchants, jewelers, stationers and haberdashers found themselves quickly selling the novelty razor.

Almost any kind of retailer handles the Durham Duplex, and once one of them puts in the line, he finds that the sales manager begins to turn business over to him immediately. Inquiries coming in to the home office from the newspaper advertising are handled in the ordinary way by a booklet and a letter telling the possible customer the names of the dealers in his town. The home office does not want to do any more mail order business than it has to, as it realizes that the retail trade can carry, with profit to both, part of the selling burden.

Yet a great deal of mail order work is done. No clearer evidence that the papers in the Eastern cities are really national mediums could be found than the orders that pour in from the country west of the Mississippi, where of course no newspapers have been used. Even from the Coast the business is large, and after the December magazines have reached the public, the volume of mail-order business is expected greatly to increase.

The promoters are convinced that the surface has hardly been scratched yet. They have unbounded confidence that when, in due course, the advertising gets under full headway, the selling possibilities of the new razor will only just begin to be realized.

# WHY NOT A BOOKLET FOR SALESMEN?

TAUNTON, MASS., Nov. 22, 1909.

Editor, PRINTERS' INK:

DEAR SIR: I would like to enter the following in your new idea contest.

Would it not be a good idea for the manufacturers of nationally advertised articles to prepare a booklet about their product, especially for the retail salesman.

This booklet in order to be successful would have to give real information. It would have to tell what the article was made of, how it was made, and why it was made that way, and also why the material it was made of was better than any other for this article.

To get this booklet started would only need a line in the regular advertising telling the salesmen to send for it. A few booklets could be put in each consignment of goods also.

C. S. CHADWICK.

## WANTS TO ADVERTISE IN FARM JOURNALS.

SCHISLER COLLEGE OF BUSINESS.

NORRISTOWN, PA., Nov. 22, 1909.

Editor of PRINTERS' INK:

Will you please inform me where I can get a list of the leading farm journals and magazines in which to advertise our Civil Service Correspondence Course.

Thanking you in advance for the courtesy extended, we remain,

A. J. SCHISLER,  
Founder and Manager.

The Chambers Agency, of New Orleans, La., is placing large copy for Votan, a specially high-grade coffee now being marketed for the first time. This concern is also renewing contracts, account of Luzianne Coffee, and planning a second season's campaign for the John Reilly Hoe Company. This concern makes a specialty of Food Products.

The *Everyday Life Magazine* has been sold by the Currier Publishing Company to E. Duke Manen, of Waterloo, Ia. George B. Forrest, lately with the Currier Company, has gone with the new owner as manager.

J. Angus MacDonald, author of "Successful Advertising," has been put in charge of the copy and service department of the Foster Debevoise Advertising Agency, New York. The agency has also increased its office space and office force.

## Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

## New York Herald Syndicate

Special Cable and Telegraph Service

A New Comic for the New Year, "Uncle Mun."

New Magazine Feature, "Tricks of the Trade."

Full-page matrices furnished.

Daily features: News Matrices, comic matrices, women's features and photographs.

For particulars of any service apply to

New York Herald Syndicate  
Herald Square, New York City

Canadian Branch:  
Desbarats Building, Montreal,  
Canada.

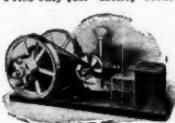
## PRINTERS—DON'T KICK

Let the "Chore Boy" Engine run your presses. It is a wonder. Air cooled, make-and-break ignition, full 1½ H. P., long stroke motor, runs as smoothly as a 4-cylinder—uses less gasoline and oil.

### The Chore Boy Gasoline Engine

works night and day without a break, at high or low speed. Never overheats. It is the only low priced gasoline engine that is the real thing.

The "Chore Boy" is mounted on wood base—is light enough to move about and heavy enough to run presses, cutter, folder, stitcher or puncher. Price only \$25. Money returned if the "Chore Boy" does not suit. Write for full description and illustrations



Associated  
Manufacturers  
Company  
Department A  
Waterloo, Iowa

## The Washington Record

Greatest daily paper in Southwest-  
ern Pennsylvania reaching strictly  
well-to-do subscribers

Ask for rate card

THE WASHINGTON RECORD  
Washington, Pa.

## ELIMINATING WASTE BY HAVING DRUGGISTS PAY FOR ADVERTISING MATTER.

CARELESS TREATMENT OF BOOKLETS, HANGERS, ETC., DONE AWAY WITH BY DIOXOGEN IN MAKING DRUGGISTS FINANCIAL PARTNERS IN THE WORK OF DISTRIBUTING AUXILIARY ADVERTISING — INCREASED SENSE OF RESPONSIBILITY AS A SELLING DISTRIBUTOR SECURED BY THE PLAN.

By H. M. Horr.

Advertising Manager, Oakland Chemical Company (Dioxogen).

Some time ago PRINTERS' INK asked the question of a number of advertisers "What is the greatest source of waste in advertising today?" Of the many replies received I do not remember one that mentioned "advertising matter to be distributed and used by the dealer"; yet with a product dependent upon a vast army of retail dealers for its final sale, here is an opportunity for waste largely ignored by many advertisers.

Nearly every drug store, for example, has a certain section of counter space on which are placed some of the booklets, folders, circulars, etc., supplied by the manufacturer for "store distribution." In the majority of cases, all this matter is mixed up in such a way that only the "one on top of the heap" could catch the eye of a customer. Much of the printed matter, in fact, never reaches the counter at all, but accumulates the dust of ages, stored in an out-of-the-way corner in the box in which it originally came. The druggist who really makes an effort to pass out this literature, or displays it in an orderly and attractive manner, is a "rara avis," and one seldom "seen in these parts."

Neither is the waste confined to such comparatively inexpensive advertising matter as booklets and folders. Store Hangers, Display Cards, Dummy Packages and expensive "Cut-outs" all come in for a big share and swell the total to what would be an appalling figure

if it were possible to estimate it. Even samples provided for store distribution are a big source of waste, not so much because they are not distributed (there are enough "sample hunters" to take care of that), but because they are passed out on an "every one help yourself—it don't come out of my pocket" plan that means poor returns on the investment.

No one doubts for a minute the value of co-operating with the dealer and the benefits to be derived from judicious store advertising. But the question is how can the manufacturer be sure that his expensive advertising matter will receive proper use and distribution?

The answer is, in my opinion, "Make the retailer invest enough of his capital in your product, so that he is personally interested in everything you do to help him sell the goods." Many manufacturers send their most expensive advertising matter to dealers who perhaps have no more than one-quarter of a dozen of their products in stock. I have personally found instances where a dealer has stocked one-quarter of a dozen of a \$2.00 per dozen article, and on this investment of fifty cents, which could only bring him a profit of twenty-five cents, the manufacturer sends lithographed displays, hangers, booklets, samples, etc., worth perhaps twenty times as much as the goods the dealer has in stock. These manufacturers would reason, "This advertising matter will create new customers for our product. We only ask the retailer to have just enough of our goods on hand to take advantage of the first demand. He can order more as the demand increases." Very sound reasoning, too, except that this manufacturer eliminates the "personal equation." His advertising matter is of no business-getting value unless used and used right by the dealer, and the dealer has too many important lines in his store to devote his time and space to advertising an article in which he has but fifty cents invested.

Becoming convinced that this situation existed, we have worked

out a plan covering Dioxogen store advertising, which while probably neither new nor novel, covers a systematic distribution that careful checking up proves to practically eliminate waste. We have six plans, classed under three "Co-operation Offers," the dealer being allowed to select the plan best suited to his store. The smallest order on which we give advertising matter is \$6.00 (three dozen, small size) and on an order of this size we give the dealer his choice of two plans, one designed for a store with a good show window, and the other designed for the dealer whose windows are of little value. The goods are delivered through the jobber, and net us, less discounts, \$4.80. The actual cost of the advertising matter supplied is \$2.50—about fifty per cent of the amount we receive. We have similar plans based on \$12.00 and on \$24.00 quantities, allowing, in addition, a "quantity discount" on the \$24.00 assortment. The expenditure for advertising in each case amounts to about fifty per cent of the net value of the order. These plans are open to acceptance, of course, *once only* by any dealer, and the soundness of the principle is proven by the success we have had in securing acceptance by mail and through our salesmen. Dealers *use* this advertising matter because they realize they have actually *paid for it*—it is not cheapened in their minds by being simply thrown at them, as a lot of stuff the manufacturer is trying to get rid of.

I believe it will pay every advertiser to give this phase of his advertising problem careful thought. Get the interest and co-operation of the dealer *before* you spend your money to get business through his store. Make your store advertising plans as attractive and effective as you can, and then insist that the man who gets the benefit of it must be *in reality* a *selling* distributor of your goods.

Orders are being sent to general magazines for the advertising of the Hygienic Telephone Disc Company. The business is placed direct.

## Good Goods

Need

### Right Advertising

**I**T'S all wrong—and experience proves it again—to believe that if you have the finest goods made that that alone is sufficient to sell them. As a matter of fact, the BETTER the goods, the more need for your advertising them in the *right* way.

The American public is the most sceptical in the world—the art of convincing them of anything—for example, that your goods are BEST—is an art acquired only through years of special training—training based on natural aptitude.

The organization of the Richard A. Foley Advertising Agency is not made up of manufacturers, but of those *specially trained* to help skilled manufacturers tell their story to the public—in a convincing way.

Mr. Manufacturer, if you believe you are manufacturing an article which is the best in the market, and yet you **DO NOT SEEM TO BE SELLING IT AS FAST** as you think you might, remember that you are offering it to the sceptical American public—and that a skilled organization like that of this agency can help you over your difficulty. Advertising rightly directed makes sales—never doubt that. The Foley Idea of advertising goes pretty deep—no mere "surface thoughts." Write to-day if you wish to take the "increased sales" subject up at once.

**FREE** A new idea in motto cards, to those who advertise or need to.

**THE RICHARD A. FOLEY  
ADVERTISING AGENCY**

Bulletin Building Philadelphia

## FUNNY THINGS THAT HAPPEN IN ADVERTISING.

They tell a rather interesting story about E. G. Lewis, the famous St. Louis publisher. Several years ago, when he was first building up University City, he obtained an option on an adjacent plot of ground at \$1,000 per acre. Hard times pinched immediately thereafter, and he forfeited it. As soon as times grew a little better he again went to Boston to see the lady who owned the lot, and this time, to his astonishment, she wanted \$10,000 an acre. To the inquiry why this increase, she replied, most sweetly, "Because of the improvements which have been made all around it!"

As Mr. Lewis had himself made the improvements which he was now asked to pay for in enhanced value, it is not to be wondered that Mr. Lewis' editorials in the *Woman's National Daily* sound a bit Henry Georgey.

\* \* \*

The *Cosmopolitan Magazine* recently dummied side by side on opposite pages an ad for the National Casket Company and Murad's Cigarettes. Which causes a facetious reader of PRINTERS' INK to inquire whether the *Cosmopolitan* has established an undertakers' section, and is grouping coffins and coffin nails together.

\* \* \*

The Colgate and Williams' joke, related at some length in PRINTERS' INK some time ago, is now a campus witticism at Yale. The *Yale Record* the other day immortalized it in humor forever, as follows:

She—"What do you mean by a close shave in football?"

He—"When Colgate meets Williams."

\* \* \*

The knell of the sandwich man rings dolefully from across the ocean. A man in Leeds, England, has just invented a scheme which is likely to knock all the joy out of sandwiching as we understand it in America. At present sandwiching is the *summum bonum* of work without effort to our frazzled gen-

tlemen of leisure. But if the Leeds scheme gets popular with advertisers the double cross will be put upon sandwiching by Weary Willie masonry as it has been put upon the woodpile and the sawbuck.

The new Leeds scheme consists of an endless band provided with advertisements which is kept ro-every twenty steps. Goodbye to the leg of the sandwich man. A new advertisements discloses itself every twenty steps. Good-bye to soft snaps for needy days, on Broadway!

\* \* \*

Every now and then evidences crop out that advertising has its effect where least expected, and is constantly influencing the public mind in unexpected places.

The cartoonists, who are naturally a reflection of public impressions, frequently seize upon an ad-

### THE NATIONAL GINGER BREAD MAN



-A STICKY ONE ON TAFT, FROM DETROIT FREE PRESS.

vertisement and connect it with public events or public men in an inimitable way. The accompanying adaptation of Duff's Molasses street car cards for use as a newspaper cartoon is a particularly happy example.

\* \* \*

That there should exist on this mundane sphere a magazine which refuses advertising must sound more like folk-lore than truth. Yet such is the fact. The *University of Chicago Magazine* absolutely refuses all advertising. Nor does it say this, as the spinster says she refuses all offers of marriage, because she has not had any offers. It actually does refuse cash advertising business.



# THE PHYSICIAN AND MEDICAL LAY ADVERTISING.

## Editor of PRINTERS' INK:

Some time since I wrote to PRINTER'S INK a short note on the subject of the non-favorable reception by the medical profession of even honest advertising of a medical specialty to the laity. I then claimed that the profession would not tolerate such a course of procedure upon the part of any firm that looked for any part of its subsistence from the hand of the physician.

A proof of the correctness of the above claim was brought to my attention the other day; at least a proof of the fact that some physicians have an exaggerated sense of the "ethical" as it relates to the relation between the physician and the layman.

The Ballardvale Springs Company, of Boston, has a manager who believes absolutely in the efficacy of the water he sells and its adaptability to the treatment of certain diseases. Ballardvale water is in no sense a medicinal water but, it appears, has marked therapeutic properties because of the fact that it is absorbed with remarkable rapidity into the blood stream or into the body tissues or wherever it is that water goes between the time it goes down the throat and leaves the body. Passing thus rapidly through the body this water does great good in a certain class of diseases.

Now the aforesaid water man believes that his water will and does do good and cannot possibly do harm, except in the way of drowning, perhaps, and he thinks that everybody ought to know about Ballardvale Water.

Furthermore this manager hates waste space as he hates poison and cannot bear to see even the backside of his letterheads go out without something on them. Therefore he has had printed on the reverse side of the sheets of letter paper an advertisement.

Using these letterheads, the Ballardvale manager frankly wrote to a number of physicians whose names had been sent him by friendly distributors of the water as follows:

"Dear Doctor:

"This letterhead—see the reverse side—is being used by us in correspondence with selected lists of the laity. We think we are quite 'ethical' in thus addressing the laity, for we believe that you, with your brother practitioners, will commend us for thus putting in the hands of the medical profession so excellent an aid in their campaign against disease. We will be pleased to sample you with Ballardvale Water, Doctor, if you will write us stating that you desire samples.

"Yours truly, etc."

Now, one would think that as innocent a thing as water and as frank and aboveboard a method of advertising it would meet with approval on the part of physicians, and it is only fair to the medical profession to say that the majority of the men addressed responded heartily and commended warmly the effort to get the public to drink so

wholesome a water. But one doctor returned the letter with these dignified words written across its face: "I think it Ethical as Hell."

Personally, I believe that the Ballardvale man was and is ethical and that he will be so considered by most of the physicians to whom he writes, but the above instance goes to prove my point that the medical profession is instinctively jealous of any attempt to make it possible for the unlearned layman to heal his own diseases. I would like to see an article in PRINTERS' INK on this question written by some leading, learned physician.

E. S. BARKER.

## Advertising Manager

Desires to connect with some progressive organization. Ten years' valuable experience in all branches of publicity work. A rapid and fluent correspondent; a writer of strong advertising copy and having a thorough knowledge of advertising mediums. I have made a study of sales methods and business organization. Well posted on type, paper, inks, design illustrations, photo engraving and commercial photography. Address "BOX 38," PRINTERS' INK.



WE need another Copy Man and we need him quick. The man we want must have at least 5 years' Agency experience in writing Magazine, Newspaper, Trade Paper, Mail Series, Booklet copy, etc., and know how to make type layouts, correct proofs—and follow instructions.

Starting salary up to \$50 per week. More just as fast as it is earned.

Send full particulars (photo if possible) in first letter, with samples of current work.

COUPE & WILCOX COMPANY

261 Broadway

New York

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

President and Treasurer, R. W. LAWRENCE. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. Advertising Manager, F. C. BLISS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by *Printers' Ink* (English Edition) Publishing Company, Kingsway Hall, London W. C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

J. GEORGE FREDERICK, Managing Editor.

New York, December 8, 1909.

## Advertisers and Drug Cut Rates

In the U. S. Supreme Court, now pending, are some cases of most vital advertising and manufacturing interest, relating to methods of protecting prices in the trade. One of these cases involves the Dr. Miles' medical concern. Years ago this advertiser took what perhaps were the first steps made by an advertiser for price protection, with the result that the courts failed to uphold the method. Then was tried a new plan, that of ostensibly keeping the goods, when bought by a middleman, the property of the advertiser. Lower courts have decided this an evasion, and the whole principle of price protection is likely to receive a memorable review from the court of last resort.

Entirely aside from the merits of the unsuccessful methods of price protection, it is curiously interesting to note that the weaker and less able advertisers seem to

suffer the brunt of the cut-price evil. Whether it is due to less effective advertising or to weak merchandising policy, the result is the same.

Why are Colgate products practically never seen at severely cut rates? In all probability it is, first, because of its powerful and strong advertising prestige, which can't be trifled with, and then, all important is its price protective policy, which leaves no excuse for rough and tumble cutting.

The Colgate policy is to set a minimum limit to which price may be cut. Twenty-five-cent goods can be sold at eighteen cents, but selling a single cent below that price brings a contract to be signed not to do it again, on penalty of being cut off. The dealer dare not reply that he can't sell the goods, because Colgate will take back the goods without murmur, and also give him a great deal of selling assistance.

This gives druggists and stores an optional sliding scale of profit with which to meet the conditions of their competition and situation. In New York's downtown "cut-rate" district everybody is happy to sell at the minimum of eighteen cents, while in Harlem the "drug store price" of twenty-five cents can be secured.

All this illustrates the need of one single thing—stability of price, whatever the sliding scale may be, so long as a minimum is fixed. All else leads to chaos, both for maker and dealer; and assuredly the public's gain is small, while its respect for advertising suffers by too radical and uneven rate cutting. Those guerrillas among retailers who have little use for advertised products except as they can create a little stir by advertising them "away below," should be smoked out by a consistent and firm merchandising policy, made enforceable by progressive and powerful advertising.

It is little known, by the way, that Canada has a law making it actually a criminal offense for a jobber or retailer to violate a contract to maintain prices fixed by manufacturers.

### How Magazines Get Back Cost of Big Editorial Features

Ever since the remarkable success of the Lawson articles as editorial features in *Everybody's Magazine*, the great potency of striking special features has been recognized among publishers.

Many people have been amazed at the amount of money paid by magazines for these big features. Ex-President Roosevelt is supposed to receive a dollar a word for his *Scribner* articles and Conan Doyle received sixty cents. Now comes *Hampton's Magazine* and establishes a new record by paying Peary about \$1.20 a word.

In spite of the wonderment how these publishers can afford to spend so much money, facts show that the investment pays. The Lawson articles are credited with increasing the circulation of *Everybody's Magazine* several hundred thousand. *Scribner's Magazine*, for December, 1907, carried 26,798 lines of advertising; while the current number carries 40,964 lines, leading all magazines. The *Outlook* for November, 1909, carries 18,720 lines more than in November, 1907.

*Hampton's Magazine*, in paying a record price to get Peary's articles, is simply making an investment, therefore, which can be figured out as judicious without much difficulty. A possible 100,000 addition to its circulation, and a possible increase of a fourth in advertising will not only return handsome profit on the Peary investment, but will actually create a permanent asset and strength for the magazine which might cost many times \$50,000 to reach.

These are piping days for personages who turn author, and these are days of big finance and hot-house growth for magazines.

**The Medical Prejudice Against Advertising** Old-time grossly injurious medical advertising has evidently left so unsavory an impression of advertising with many medical men that they find it hard to believe that advertising now-

adays is vastly different, in reputable publications, from what it once almost universally was.

In drawing perfectly justifiable rules against evils, however, the American Medical Association seems to have practically declared against advertising as a principle, rather than against abuses of it. This attitude is likely to defeat its own purpose, for by making its rules so prohibitive of practically everything advertised to the public which has anything to do with the body, it cannot secure the co-operation of a large number of physicians who recognize the distinct value of advertising many useful drug products. Consequently the solidarity of the association's position is weakened, and it is not nearly so effective as if the irreproachably ethical standards of the best magazines were taken as the arbiter.

The thing which some physicians seem not to realize is the thoroughly clean and economic part which modern advertising plays in distribution, and the now thoroughly ingrained habit and confidence which advertising has developed in the public.

It is not to be denied that there is still much that is reprehensible in medical advertising. As long as there will be those who need money and can offer advertising in return for it, there will be harmful medical advertising; but advertising as a principle for admittedly good articles need not be tainted in the least thereby.

Even among those connected with the American Medical Association there are many who have a liberal advertising outlook, as the following letter indicates:

It has always appealed to me as a fair proposition for the physician to object to the advertising of any but what might be called the simplest of household remedies. I see little reason why massage apparatus and electric batteries should not be advertised to and purchased by the public. There is not much objection to remedies for constipation, indigestion, or to mineral waters, skin lotions, etc. There are two things, however, to bear in mind: First, the careless, ignorant and extravagant manner in which some proprietors of remedies assert that what they have to sell will produce marvelous results in serious affections. The Pure

Food law, to some extent, is guarding the people so that manufacturers cannot use language which is quite so extravagant as used to be permitted. The second point is that a little knowledge is a dangerous thing. The public is apt to use a remedy in a serious affliction and obtain therefrom slight temporary relief, so that a physician is not consulted, and the condition becomes serious or dangerous without receiving skilled attention. An example is in the use of some hay-fever or catarrh remedy which contains cocaine and which gives relief, but effects no cure.

Still greater liberality is likely to come as more careful copy is written for defensible drug products, and advertising becomes more widely lifted up to the high standards already largely prevailing.

### **What of the Increased Cost of Advertising?**

It is now a quite frequent comment that general advertising costs more to produce the same effect than it did five or more years ago. Among a few of those who have discovered this, there is a tendency to consider it a pessimistic omen.

This is a rather shallow view of the situation. Advertising undoubtedly costs *much* more to produce the same effect in a number of lines of business, than it did five or ten years ago. The explanation is perfectly simple, of course—the multiplicity of appeals to both public and dealer, which has made both less numerous and quickly responsive to small advertisers. The reading of advertising has increased, and so has confidence in it; but “the world is so full of a number of things” that “quarter papers” must now accept a more gradual achievement of attention than they once did.

But the most significant of all observations about increased advertising cost is the bargain opportunity in the purchase of good will, for the present movement is certain to keep slowly on increasing cost. Those advertisers who bought good will by advertising years ago made more money than any bull on Wall Street ever made in one deal. Likewise to those manufacturers who will buy good will through advertising *now*, it will cost considerably less than it

will ten years from now. They've got to buy it *some time*, that is certain, for the tendency is unmistakable in every line of business selling for popular and even technical consumption.

The justification for the increased cost of advertising and the reason it is a better bargain than at any time, is that *advertising reaches more people to-day*, and reaches them more closely and effectively than ever before.

### **Co-operative Community Advertising**

The current number of the *Sunset Magazine*, published in San Francisco, carries twenty-five

full pages, two three-quarter pages, twenty-five half pages, and seven smaller advertisements, all of which are devoted to the advantages of some particular community. Most of these advertisements are signed by local commercial clubs, local boards of trade, etc. Some are signed by the Clerk of the Board of Supervisors. Designed to induce people to locate in a particular locality, each, as a rule, tells about the climate, the soil, the people, the transportation facilities, etc.

The fifty-nine advertisements describe communities in California, Oregon, Arizona, Utah, Washington, and Idaho.

If the Eastern magazine publishers could, by conspiracy or otherwise, get a few small Eastern cities to begin similar advertising it is likely that the rivalry among the different small communities would develop a large amount of new magazine business.

The Oregon Railroad and the Southern Pacific lines in Oregon are operating a community advertising plan which has been adopted by some hundreds of communities to their great mutual advantage.

The unique story of the advertising by the Swiss Government, published last week, is a great example of co-operation on a broad and progressive basis. There are bound to be developed some big things in this direction in America in the near future.



"Christmas McClure's was a wonderful production, a beautiful book, full of interest and worthy of the Company which produced it. It deserves the success which it sustains as one of the leading and most prosperous magazines in the country.

We have been its patrons in advertising for a number of years, and have always regarded it as one of the strongest sources of advertising which it was our good fortune to be with."

---

Extract from recent letter from a patron of McClure's for the last five years.

*Josiah Judson Hazen*

Ernest F. Clymer  
Tribune Bldg., Chicago  
Egerton Chichester  
Penn Mutual Bldg., Boston

*Advertising Manager*  
44 East 23d Street,  
New York.

## Boston Notes

The Riker-Jaynes Company is opening up a chain of drug stores in New England cities. Large copy is used in the local papers in every case in addition to the large advertising running in the Boston papers. The account is handled by the C. Brewer Smith Agency, 85 Devonshire street.

The advertising of the Clark Mfg. Company, manufacturer of the C. M. C. Garter, is now handled by Arthur B. Hitchcock, of the Walter C. Lewis Agency.

A list of suburban papers is being used for the advertising of the Alaska-Yukon Fur Company. The advertising is handled by the F. P. Shumway Company.

Owing to the short corn crop in Maine, the Burnham & Morrill Company, of Portland, will do no advertising this season for their Paris Corn. It is expected that conditions will change in the spring and that large copy will be used as formerly in high-grade magazines and women's publications. The account is handled by the Morse International Agency.

Contracts are going out through N. W. Ayer & Son, of Philadelphia, for the advertising of the New England Confectionery Company. The contracts this year call for quarter-page copy exploiting Necco Sweets.

The appropriation for the Makaroff Cigarette Company, of Boston, is being handled by the Kehler Advertising Agency, of Chicago, Ill.

The Knox Automobile Company, Springfield, Mass., will confine its advertising next year to trade papers only.

The Ernest Goulston Agency is placing orders in New England dailies for the advertising of the C. C. A. Cigar. The orders are for four inches every other day for one year.

The Norway Medicine Company, Norway, Me., is placing contracts with the newspapers and agricultural papers direct for the advertising of Brown's Instant Relief.

The advertising of Lamkin & Foster, manufacturers of Boston School Shoes, is being placed by the H. B. Humphrey Company. Local and New England newspapers are used.

Walter G. Resor is now in charge of the Boston office of J. Walter Thompson Company, 31 Milk street, Boston.

## The Nearest Approach to a Guarantee

is the assurance we are prepared to give that a campaign in

## The Garden Magazine

will prove a profitable investment.

This confidence is based upon past records and the conspicuous way in which The Garden Magazine is always "making good" for its patrons.

FIRST on the list of a prominent food advertiser and

THIRD on the list of the largest house-decorating advertiser this Fall is the latest evidence of how directly and forcibly The Garden Magazine reaches the housewife and home-owner.

We would like to tell you some more *facts* personally.

**Note the position of The World's Work and Country Life in America on the opposite page.**

**Doubleday, Page & Co.**  
133 East 16th Street  
New York

1511 Heyworth Bldg.  
Chicago

447 Tremont Bldg.  
Boston

# DECEMBER MAGAZINES.

## ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR DECEMBER

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Scribner's.....	182	40,964
Review of Reviews.....	169	37,926
Everybody's.....	168	37,800
Cosmopolitan (Dec.).....	157	35,210
McClure's.....	137	30,884
World's Work.....	133	29,939
Hampton's Magazine.....	131	29,144
American Magazine.....	129	29,008
Munsey's.....	129	28,732
Harper's Monthly.....	124	27,944
Century Magazine.....	98	22,008
Success (cols.).....	104	17,940
Circle (cols.).....	101	17,032
Atlantic Monthly.....	71	15,904
Red Book.....	68	15,232
Argosy.....	67	15,160
Theatre Magazine (cols.).....	84	14,600
Uncle Remus's Magazine (cols.).....	71	13,136
Pearson's.....	58	12,026
Human Life (cols.).....	85	11,139
Putnam's.....	60	11,200
Current Literature.....	48	10,912
Ainslee's.....	46	10,864
Lippincott's.....	46	10,348
Popular.....	46	10,304
American Boy (cols.).....	40	8,154
All Story.....	33	7,392
Strand.....	31	6,972
Smith's.....	30	6,720
Blue Book.....	28	6,272
Metropolitan.....	26	5,824
St. Nicholas.....	25	5,600

## VOLUME OF ADVERTISING IN LEADING WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

Ladies' Home Journal (cols.)..	159	31,950
Delineator (cols.) .....	148	29,744
Good Housekeeping Magazine..	128	28,672
Woman's Home Comp'n (cols.)	123	24,680
New Idea (cols.).....	120	24,000
Designer (cols.).....	119	23,800
Modern Priscilla (cols.).....	90	15,182
Pa's Modes (cols.).....	114	14,914
Harper's Bazar (cols.).....	72	14,400
Ladies' World (cols.).....	71	14,234
Pictorial Review (cols.).....	78	13,132
McCall's (cols.).....	94	12,864
Housekeeper (cols.).....	63	12,667
Dressmaking at Home (cols.)..	33	6,632
American Home Monthly (cols)	18	3,643

## VOLUME OF ADVERTISING IN LEADING MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of Publishers own advertising)

Country Life in America (cols.)	210	36,124
System.....	148	33,376
International Studio (cols.)....	151	21,173
Pacific Monthly.....	80	17,864
Book-Keeper.....	71	15,904
Outing Magazine.....	54	12,240
Suburban Life (cols.).....	67	11,620
Field and Stream.....	51	11,576
Technical World.....	46	10,160
Travel (cols.).....	72	10,087
Van Norden.....	41	9,184
Craftsman.....	39	8,848
Outdoor Life.....	35	8,008
Recreation (cols.).....	45	7,740
Amer. Homes and Gardens (cols.)	42	7,312
Garden Magazine (cols.).....	43	6,971

## VOLUME OF ADVERTISING IN LEADING WEEKLIES FOR NOVEMBER

(Exclusive of Publishers' own advertising)

Nov. 1-7:	Cols.	Agate Lines
Saturday Evening Post.....	129	21,930
Literary Digest.....	106	14,815
Collier's.....	54	10,413
Life.....	71	9,940
Independent (pages).....	40	9,128
Churchman.....	43	7,020
Vogue.....	40	6,160
Outlook (pages).....	26	5,600
Leslie's.....	25	5,000
Associated Sunday Magazine...	25	4,625
Christian Herald.....	27	4,536
Youth's Companion.....	21	4,200
Illustrated Sunday Magazine...	13	2,400
Scientific American.....	9	1,955

Nov. 8-14:	Cols.	Agate Lines
Vogue.....	173	26,642
Saturday Evening Post.....	139	23,620
Literary Digest.....	143	20,134
Collier's.....	62	11,920
Outlook (pages).....	30	6,720
Life.....	41	5,762
Leslie's.....	27	5,400
Associated Sunday Magazine...	25	4,770
Christian Herald.....	22	3,900
Churchman.....	22	3,520
Youth's Companion.....	17	3,400
Independent (pages).....	14	3,136
Illustrated Sunday Magazine...	16	3,040
Scientific American.....	9	1,800

Nov. 15-21:	Cols.	Agate Lines
Saturday Evening Post.....	111	18,870
Collier's.....	75	14,418
Literary Digest.....	78	10,950
Independent (pages).....	41	9,184

The magazine that continues to *pay* the most advertisers, will continue to *carry* the most advertising.

Since January, 1906, **SYSTEM** has averaged *more* advertising carried than *any* other monthly magazine.

This is the kind of information that cannot be distorted, cannot be concealed, cannot be argued down. It stands in plain sight of all—**SYSTEM** continues to pay the advertiser *best*.

**SYSTEM**  
THE MAGAZINE OF BUSINESS

CHICAGO NEW YORK LONDON



	Pages	Agate Lines
Churchman .....	46	7,448
Life .....	45	6,300
Outlook (pages).....	27	6,216
Vogue.....	40	6,160
Associated Sunday Magazine...	28	5,076
Christian Herald.....	30	5,066
Leslie's .....	19	3,800
Scientific American .....	16	3,248
Illustrated Sunday Magazine...	13	2,555
Youth's Companion.....	8	1,670

## Nov. 22-28:

Outlook (pages).....	159	35,616
Saturday Evening Post.....	85	14,548
Literary Digest.....	85	12,020
Collier's.....	53	10,070
Independent (pages).....	43	9,632
Vogue.....	56	8,624
Leslie's .....	39	7,875
Christian Herald.....	43	7,260
Youth's Companion.....	25	5,050
Associated Sunday Magazine...	27	4,995
Churchman .....	29	4,688
Life.....	32	4,536
Illustrated Sunday Magazine...	18	3,420
Scientific American .....	13	2,600

## Totals for November:

Saturday Evening Post.....	78,968
Literary Digest.....	57,919
Outlook.....	54,162
Vogue.....	47,586
Collier's.....	46,821
Independent.....	31,080
Life.....	26,538
Churchman .....	22,676
Leslie's .....	22,075
Christian Herald.....	20,662
Associated Sunday Magazine...	19,466
Youth's Companion.....	14,390
Illustrated Sunday Magazine...	11,415
Scientific American.....	9,603

RECAPITULATION OF LEADERS IN  
MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1. Scribner's.....	182	40,964
2. Review of Reviews .....	169	37,926
3. Everybody's.....	168	37,800
4. Country Life in America (cols) 210		36,124
5. Cosmopolitan.....	157	35,210
6. System .....	148	33,376
7. Ladies' Home Journal (cols) 159		31,950
8. McClure's.....	137	30,884
9. World's Work.....	133	29,939
10. Delineator (cols.) .....	148	29,744
11. Hampton's.....	131	29,144
12. American Magazine.....	129	29,008
13. Munsey's.....	129	28,732
14. Scrap Book.....	129	28,732
15. Good Housekeeping Magazine 128		28,672
16. Harper's Monthly.....	124	27,944
17. Woman's Home Comp. (cols.) 123		24,690
18. New Idea (cols.).....	120	24,000
19. Designer (cols.).....	119	23,800
20. Century.....	98	22,008

(Three-year advertising summary on page 70.)

An important change in New England newspaperdom is the recent purchase of the *Evening News*, Lynn, Mass., by New Haven newspaper men. James R. Bolton, formerly of the New Haven *Leader*, is to be the publisher of the *News*, and extensive plans are being made for increasing the circulation and the influence of the paper in the city of Lynn and adjacent territory.

## WHAT IS "COMMERCIAL ADVERTISING"?

THE GUARDIAN SAVINGS AND TRUST COMPANY,

CLEVELAND, O., Dec. 2, 1909.

Editor, PRINTERS' INK:

In our Cleveland Advertising Club there has been considerable argument lately as to the definition of "What is Commercial Advertising?"

I shall be glad to receive answers to this question from the readers of PRINTERS' INK, and, particularly, your definition.

F. D. CONNER,  
Advertising Manager.

At the first noon-day luncheon of the Wholesalers' and Manufacturers' Association of Detroit, November 24th, Frank H. Conant made an address on "The Value of Indirect Advertising."

The increasing interest in aeroplanes is manifested in the recent incorporation of the Aeroplane Advertising Company, New York, for the purpose of general advertising with a capital of \$15,000. The incorporators are Lee De Forest, 103 Park avenue; Harry M. Horton and John J. Reilly, 59 West Forty-fourth street.

A new class magazine is to be started at Terre Haute, Ind., in January, called *The Public Officials Magazine*. It will be devoted to the interests of county and township government. County Commissioner Louis Leeberger, recently elected president of the Indiana Association of County Commissioners, will have charge.

The Long-Critchfield Agency has just established a branch office at Detroit, 827 Ford Bldg., with B. E. Moreland in charge. "The automobile business takes such a leading place in the industrial affairs of this city and there is so much advertising done by Detroit manufacturers that we feel we ought to be on the ground," says Mr. Moreland. President D. L. Taylor personally superintended the opening of the office.

A new advertising agency has been started in Brooklyn, called Shearman & Ryan, Inc., with a capital of \$10,000. The directors are David S. Shearman, of Bloomfield, N. J., and Francis J. Bryan and Esther J. Brundage, of Brooklyn.

Speaking to the Presbyterian ministers the other day the Rev. Charles Stelzle suggested that a course of lectures be established to train pastors and church workers in advertising. In a discussion which followed the ministers approved of sensible advertising methods.

The David Williams Publishing Company last week began the issue of a new trade paper known as *Iron Age Hardware*, which will absorb its contemporary, *Hardware*.

# A Growing Magazine

One fine thing about our magazine is that while we more than doubled the business last year, and again more than doubled it this year, we have hardly lost a contract that ran over three months.

This in itself is unusual, but better still, some very good advertisers have doubled their space. Here are several of them representing varied interests:

Steinway & Sons, Pianos

The Pierce-Arrow Motor Car Co.

Chas. Scribner's Sons, Publishers

Frederick Keppel & Co., Fine Etchings

Many have increased their expenditures with us, because, as they frankly state, we give them the best cash results.

The Magazine of Fine Furniture Advertising

## THE INTERNATIONAL STUDIO

Walter A. Johnson, Business Manager

John Lane Company, 114 West 32d Street, New York

# PRINTERS' INK'S THREE-YEAR RECORD OF DECEMBER ADVERTISING.

## GENERAL MAGAZINES.

	1909.	1908.	1907.	Three Years' Total
Review of Reviews.....	37,926	32,662	28,528	109,116
Everybody's .....	37,800	35,336	34,948	108,084
Cosmopolitan .....	35,210	30,079	32,760	98,049
McClure's .....	30,884	31,710	31,615	94,209
Scribner's .....	40,964	25,512	26,798	93,274
Harper's Monthly.....	27,944	27,170	29,568	84,682
Munsey's .....	28,732	25,362	27,328	81,422
American .....	29,008	23,457	25,900	78,365
World's Work.....	29,939	28,920	19,388	78,197
Century .....	22,008	22,972	25,312	70,292
Hampton's .....	29,144	15,757	13,469	58,370
Success .....	17,940	17,319	17,028	52,287
Atlantic .....	15,904	14,452	20,748	51,104
Red Book.....	15,232	14,336	15,232	44,800
Theatre .....	14,600	13,896	11,397	39,893
Argosy .....	15,150	12,656	10,304	38,110
Putnam's .....	11,200	12,488	14,268	37,956
Current Literature.....	10,912	12,544	13,440	36,896
Circle .....	17,032	8,025	11,057	36,114
Pearson's .....	12,025	9,814	14,058	35,897
Lippincott's .....	10,346	10,304	12,934	33,586
Ainslee's .....	10,864	10,976	11,439	33,279
Metropolitan .....	5,824	10,752	12,768	29,344
Popular .....	10,300	8,438	10,168	28,910
Human life.....	11,139	6,717	8,750	26,606
American Boy.....	8,154	6,700	7,375	22,229
All Story.....	7,392	6,688	7,258	21,338
Strand .....	6,972	6,720	5,732	19,424
Smith's .....	6,720	6,160	6,266	19,146
Blue Book.....	6,372	5,341	6,272	17,985
St. Nicholas.....	5,600	5,586	4,659	15,845

## MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING.

Country Life in America.....	36,124	33,130	36,820	106,074
System .....	33,376	30,912	28,308	92,596
Pacific Monthly.....	17,564	19,693	20,590	58,146
Outing .....	12,240	16,133	18,810	47,183
Suburban Life.....	11,620	9,171	13,236	34,027
Technical World.....	10,160	10,402	13,415	33,977
Field and Stream.....	11,576	9,856	9,677	31,109
Van Norden.....	9,184	11,804	7,476	28,464
Out Door Life.....	8,008	9,494	9,744	27,246
Recreation .....	7,740	5,856	9,290	22,416
Garden Magazine.....	6,071	6,793	8,339	21,203

## WOMEN'S MAGAZINES.

Ladies' Home Journal.....	31,950	27,400	27,400	86,750
Delineator .....	29,744	19,837	30,045	79,626
Woman's Home Companion.....	24,690	24,393	23,142	72,225
Designer .....	23,800	26,018	21,206	71,024
New Idea .....	24,000	24,688	21,574	70,262
Good Housekeeping Magazine.....	28,672	17,182	18,669	64,523
Ladies' World.....	14,234	13,389	13,206	40,829
Pictorial Review.....	13,132	15,984	10,949	40,065
Modern Priscilla.....	15,152	13,160	11,513	39,825
Harper's Bazar.....	14,400	9,018	13,216	36,634
Housekeeper .....	12,667	9,467	13,200	35,334
McCall's .....	12,864	9,216	10,825	32,905

## WEEKLIES (November).

Saturday Evening Post.....	78,968	57,434	43,798	180,200
Vogue .....	47,586	46,449	56,161	150,196
Outlook .....	54,152	41,674	35,433	131,259
Collier's .....	46,821	45,167	37,966	129,954
Literary Digest.....	57,919	35,400	33,318	126,737
Grand Total.....	1,263,857	1,097,539	1,132,485	3,493,881

# HAMPTON'S

## Shows Phenomenal Gain in Advertising!

1908

## DECEMBER MAGAZINES.

VOLUME OF ADVERTISING IN LEADING  
MONTHLY MAGAZINES

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's.....	157	36,336
Country Life in America (cols.)	190	33,130
Review of Reviews.....	145	32,662
McClure's.....	141	31,710
System.....	138	30,912
World's Work.....	129	28,920
Ladies' Home Journal (cols.)	137	27,400
Harper's Monthly.....	121	27,170
Designer (cols.).....	130	26,018
Scribner's.....	113	25,512
Munsey's.....	113	25,362
New Idea (cols.).....	123	24,688
Cosmopolitan (Jan.).....	109	24,513
Woman's Home Comp'n (cols.)	121	24,393
American Magazine.....	104	23,467
Century Magazine.....	102	22,972
Delineator (cols.).....	141	7,337
Pacific Monthly.....	87	1,483
Sunset.....	86	19,460
Success (cols.).....	103	17,319
Good Housekeeping.....	76	17,182
Outing Magazine.....	72	16,133
Hampton's Broadway Magazine	70	15,757
Red Book.....	64	14,336

1909

## DECEMBER MAGAZINES.

ADVERTISING IN THE LEADING MONTHLY  
MAGAZINES FOR DECEMBER

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Scribner's.....	182	40,964
Review of Reviews.....	169	37,926
Everybody's.....	168	37,800
Cosmopolitan (Dec.).....	187	36,210
McClure's.....	137	30,684
World's Work.....	129	28,920
Hampton's Magazine.....	131	29,144
American Magazine.....	128	29,008
Munsey's.....	129	28,732
Harper's Monthly.....	124	27,944
Century Magazine.....	96	22,008
Success (cols.).....	104	17,940
Circle (cols.).....	101	17,032
Atlantic Monthly.....	71	15,904
Red Book.....	68	15,232
Argosy.....	67	15,180
Theatre Magazine (cols.)	84	14,600
Uncle Remus's Magazine (cols.)	71	13,135
Pearson's.....	53	12,025
Human Life (cols.).....	58	11,139
Putnam's.....	50	11,200
Current Literature.....	48	10,912
Ainslee's.....	46	10,864
Lippincott's.....	46	10,348
Popular.....	46	10,304
American Boy (cols.).....	40	8,164
All Story.....	33	7,392

## Why This Great Increase?

Just one reason—the *merit* of the magazine, which has attracted thousands and thousands of new readers.

Hampton's unprecedented record during 1909 will be broken in 1910—That's *sure*, and advertisers who come in now will get the biggest space value in the history of magazine-making.

F. W. THURNAU  
Western Adv. Mgr.  
1659 Tribune Building  
Chicago

HOWARD P. RUGGLES  
Advertising Mgr.  
66 West 35th Street  
New York

# Hampton's Magazine

## Special Copy Service For Agencies

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**T**HE ETHRIDGE COPY STAFF is a group of skilled veterans, master workmen, who know what is needed and how to turn it out.

There is no equally competent organization anywhere whose services you can muster into action when you want them.

This Staff is auxiliary to our illustrative work or independent of it as you choose. It is yours to command for a single piece of copy or the most exacting campaign.

*Write for terms.*

---

ARTISTS — COPY WRITERS — ENGRAVERS — PRINTERS  
DAY AND NIGHT ART STAFFS

**THE ETHRIDGE COMPANY**

Telephones: { 4848 } Stuyvesant  
                  { 4847 }

41 Union Square, New York City

# COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 41 Union Square, New York

By **GEORGE ETHRIDGE**

Razor Strop advertising, as a rule, is interesting. Most razor strop ads are serious, educational, and well calculated to sell goods.

The ad of the Koken Barber Supply Company, here shown

their "rights" we may expect a certain percentage of the fair sex to adopt and carry the Turko Cigarette Rollers.

In anticipation of this pretty state of affairs an advertiser has taken time by the forelock and pic-



*"A Little Shaver"*

Appreciate Koken's "BROKE-IN" Razor Strop as handy as a big shaver, but for different reasons.

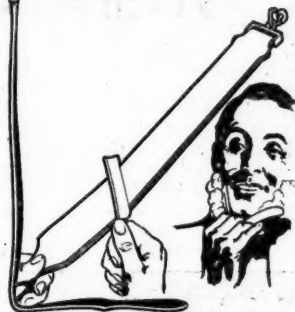
He proves an accomplished will lose none of its real since the same Strop which to-day affords him pleasure can give collection of shaves or twenty years more by providing a perfect edge upon his razor.

We make the Best, most Attractive and greatest selling Razor Strops.

Write for Catalogue or Sample List.

**KOKEN BARBERS' SUPPLY CO.,**  
Strop Makers. St. Louis, Mo.

## "KOKEN'S BROKE-IN" Razor Strop



NO. 2.

NO. 1.

(No. 1), is hardly up to the recognized standard. The illustration is far-fetched and the wording of the text amateurish and weak.

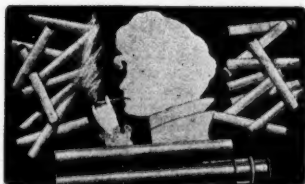
If disappointment results from this investment in advertising space the blame can be laid altogether on the copy. Something after the style of illustration marked No. 2 would attract more attention from men who shave, and with good text would be much more likely to create a desire for the "Broke-in Strop" which ought to have some good arguments to justify the name.

\* \* \*

The suffragette movement is making some headway and in the event that women ultimately gain

tured a maiden in the act of scraping an acquaintance with the Princess Nicotine.

She need not entertain fears of running out of cigarettes either, for enough to last a business morning have been scattered with feminine abandon around her.



**YOU CAN MAKE CIGARETTES LIKE THESE  
THE TURKO CIGARETTE ROLLER**

is the greatest and latest novelty for smokers. It enables you to roll your own cigarettes in a minute. The complete TURKO ROLLER set goes for 10 cents. Five cents.

Address: CHARLES W. OLIVER, 225 William Street, New York

Of course the illustration might have been confined to a clear demonstration of the roller and possibly one cigarette in the making, with a college boy as a secondary consideration, but then perhaps, suffragettes and cigarettes are one and inseparable.

\* \* \*

A sensible and successful business man was shocked one afternoon to see his wife appear in a late creation that made her look a fright.

"Why do you wear that awful thing, my dear?" he asked, "it doesn't become you."

"I know it doesn't," was her response, "but I must be up-to-date."

In a way this illustrates the present-day tendency among certain advertisers. If a North Pole is discovered they drag their products and their arguments there, whether they are "becoming" or not, just to be "up-to-date."

Uncle Sam, in the Hartford Suspension Company ad, is justifiably tickled because the pole has been discovered at last; we have yet to learn from either Peary or Cook's official reports that a

In the days when Palmer Cox was in his prime and his fantastic brownies amused millions, he was asked why he stuck to "Brownies." Why not broaden out and do something else? His answer was quite to the point: "Why mix the ingredients that



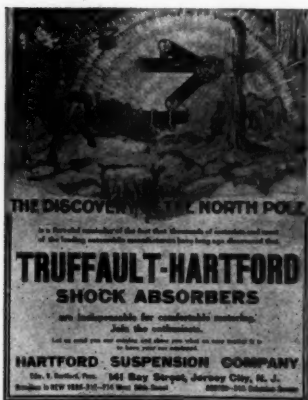
make success? The Brownies have MADE ME, now I'll make the Brownies."

The wise advertiser would do well to think a bit over Palmer Cox's ingenious philosophy. "Don't Mix." Somehow Automobile Steel armor for tires does not mix with brownies. They are about as much opposed to each other as oil and water.

It is difficult to consider the Kimball Tire Case Company advertisement seriously when they do not treat it so themselves. Still, this picture may have been devised for the kindergarten class of automobilists; you can never tell.

The Cincinnati Advertisers' Club is giving a series of Every Wednesday Educational Luncheons with much success. At a recent meeting Samuel C. Dobbs and P. S. Florea, officers of the A. A. C. of A., outlined the policy of the new administration. A monthly bulletin for the national organization is contemplated. Simon Hubic, president of the National Association of Master Bakers, declared that advertising had taken the trade of baking and lifted it from the cellar into the sunlight.

L. C. Pratt of the Meek Company, Coshocton, O., made a very entertaining talk, and President Ben Mulford, Jr., introduced the club's mascot, a nine-year-old girl, who was the smallest delegate at the St. Louis convention. She made a hit by saying that if she could not get a husband in any other way, she would advertise. The club has taken in sixty-seven new members during the present administration. J. M. Gidding, a local merchant, said that advertising put him on Cincinnati's business map.



shock-absorber was nailed to it. And yet, in the face of the recent controversy, a shock-absorber might not be so much out of place at the pole after all.



## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order for one time insertion accepted for less than one dollar.

### ADVERTISING AGENCIES

**DARLOW ADVERTISING AGENCY,** Omaha, Neb. Newspapers and Magazines.

**H. W. KASTOR & SONS ADVERTISING CO.,** Laclede Building, St. Louis, Mo.

**ALBERT FRANK & CO.,** 25 Broad St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**LOST—THE TRADE OF TEN MILLION** consumers by not advertising in foreign language newspapers published in the United States. Try this combination—Ten weekly papers, nine languages, circulation 800,000. Our price \$40 per inch for one month which includes four insertions in each paper. **SUCCESS ADVERTISING AGENCY,** Metropolitan Building, New York.

### Four Month Advertising Campaign being placed in Spanish and English papers in CUBA

for Glen St. Mary Nursery Co. of Fla.  
through The  
**BEERS ADVERTISING AGENCY**  
HAVANA, CUBA

New York Office: 66 Beaver Street,  
Geo. W. DYER, Representative

### EFFECTIVE ADVERTISING PREPARED AND PLACED

by a well-equipped organization possessing real advertising, selling and business ability. Attention-compelling letters, business-bringing booklets, circulars and advertisements promptly prepared; expert, satisfactory work; advertising campaigns conceived and executed with economy and effectiveness. If you intend doing advertising of any kind anywhere it will pay you to know

**FOSTER DEBEVOISE COMPANY**  
General Advertising  
Monolith Building New York

### ADVERTISING MEDIA

**THE Ladies' Home Journal,** is the greatest advertising medium in the world.

**THE Saturday Evening Post** covers every State and Territory

**THE Philadelphia Financial Bulletin** reaches the investing public in the United States.

**THE Textile Manufacturer,** Charlotte, N. C., leading textile publication South. Circulation increased 50% past year.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE** circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.

**THE Evening News** Dalhart, Texas, covers the Panhandle of Texas like the sand storms in early spring. Circulation increased 450 in October.

**PAIVALEHTI,** the only Finnish daily in America. Reaches 300,000 Finns daily. We have no competitors. Ask for our rate card. **PAIVALEHTI,** Union Sq., Calumet, Mich.

### AD WRITERS

**For quicker returns** use my persuaders.  
**WM. D. KEMPTON,** 100 W. 76th Street. N. Y.

### Get the Business

Use attractive folders, booklets, catalogs and forceful sales getting letters. My connections enable me to supply original, high-grade matter including the writing, at moderate prices. Sketches and dummies submitted. Send along your data.

**E. EUGENE TAYLOR,** Advertising Specialist, Room 414-15 Commonwealth Bldg., Philadelphia

### Another 1 Inch Story

2500 booklets prepared for a dentist—1000 mailed to rural prospects—total cost \$50.—direct returns within two weeks from 1000 booklets was \$475. I offer you a **PERSONAL SERVICE** in advertising—Booklets, Folders, Letters and Newspaper ads. **LOUIS G. DeARMAND,** Davenport, Iowa.

### ENGRAVING

**PERFECT** copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown Ohio.

**KITAB ENGRAVING CO. (Inc.),** 401 Lafayette St., New York, makers of half-tones, color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1604 SPRING**

## HELP WANTED

**A** LABOR special edition promoter says our proposition is superior; more men wanted, references. Benedictine Press, Portland, Oregon.

**WANTED**—Man for Electrical publication and advertising work. One with technical training preferred. Applicant must state age, experience and reference. "F. W.," Printers' Ink.

**WANTED**—Copy Man with agency experience, capable of handling Agricultural propositions. State age, experience and salary wanted. Address, "CANADIAN," care of Printers' Ink, New York.

**ADVERTISING MAN WANTED**—A progressive Advertising Agency wants a man of several years experience at inside agency work. With some ability as copy writer. Familiarity with rates and pulling power of magazines necessary. Good opportunity for advancement. Address, "AGENCY," care of Printers' Ink.

## ADVERTISING MANAGER WANTED

to take full charge of the Advertising Department of an established magazine. This is a high class proposition requiring a high class man. A man who will invest from \$5,000 to \$5,000 will be given preference. For personal interview, address, "A. R.," care of Printers' Ink, New York.

**WANTED**—A CLEAN CUT EXPERIENCED ADVERTISING SOLICITOR to travel. Man of pleasing address, active, forceful, capable of presenting in an attractive way and closing contracts with the best class of business men, representing one of the leading weekly trade papers of the world. Splendid opportunity to a growing man. Give age, references and salary wanted. Correspondence confidential. Box 88, care of Printers' Ink.

**POSITIONS NOW OPEN**—Advg. solicitors, O., \$20-25; Ill., \$25; South (two), \$30; Minn., \$25-30; Ct., \$25; N.Y., \$30. Business Mgrs., N. J., \$30-40; Pa., \$25. Circulation mgrs., O. (five), \$15 to \$30; Ia. (mail orders), \$25; Ct., \$25-30; N. Y. (trade journal), \$25-30. Editors, Ill. (trade journal), \$25; N. Y., \$25; Ct., \$35. Ad-writers and designers, South (two), \$25-35. Photo-retoucher, N. Y., \$22. Also for reporters, subscription canvassers, linotype operators, etc. Booklet free. No branch offices. Established 1898. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

**ADVERTISING MAN**—A large manufacturing company that is assisting its customers by sending them electrolyzed advertisements and other selling aids, wants a man to take charge of and push this end of its advertising work. Job requires lots of optimism, initiative, resourcefulness, enthusiasm and some knowledge of newspaper advertising conditions in the smaller cities. A belief in advertising and the ability to transmit this to others is essential. There is a good chance here for the man who can develop the position. State age, experience and salary desired. Address "M. L. B.," care of Printers' Ink.

## MISCELLANEOUS WANTS

**CLERKS** and others with common school education can qualify by my system of correspondence instruction to fill advertising positions \$1,200 year up; elegant prospectus and advice free. GEORGE H. POWELL, 1355 Metropolitan Annex, New York.

## POSITIONS WANTED

**OFFICE BOY** wants position with first class Advertising Agency; is American, seventeen, experienced, very bright and gentlemanly. Address, "AMBITIOUS KID," care of Wilson, 551 West 160th Street, New York City.

**HIGH CLASS EXPERIENCED SPECIALTY SALESMAN** with splendid record and best reference wants correspondence with a manufacturer desirous of representation in southern California with headquarters at Los Angeles. Address "SALESMAN," 901 Normandie Ave., Los Angeles, Cal.

**EDITOR**—Young man 26, college training, five years' metropolitan experience and now in charge of western daily, seeks change about January 1 or before. Address "H. L.," care of Printers' Ink.

**RESPONSIBLE ADVERTISING AGENCY**—Can you use experienced accountant, ready, willing and able to start at once; handles books of any business. References unquestionable. Address "COMPETENT," care of Brandon, 20 West 140th Street, New York City.

**COPY AND IDEA MAN**, experienced in selling plans, desires to make new connections about Jan. 1. Competent in management of Ad. Department. Address "HIGH STANDARDS," care of Printers' Ink.

## Position Wanted as Assistant Advertising Manager

**AMBITIOUS** young Yankee man, temperate, endowed with liberal amount of common sense and ability, good education, training under and recommendation from prominent New York advertising man, practical experience as ad-writer and solicitor, now employed and making good to satisfaction of hustling publisher, on mighty good Printers' Ink Roll of Honor (over 5,000) daily—wants bigger, broader, more responsible position, where his knowledge, enterprise, integrity and desire to learn more, will command for him \$18-\$20 per week. For detailed information and references address, "GET THERE," care of Printers' Ink.

## There is An Opportunity Some Place in The Advertising Field For a Man

Who has University education  
Who has been five years on one publication (high class woman's magazine)  
Who, with his present connection, has increased his income from \$10 to \$70 a week  
Who is an experienced and successful solicitor  
Who has youth (26 years old), energy, enthusiasm

**TO** get a still broader experience in the handling and developing of advertising campaigns. To study merchandising as applied to advertising in the broader sense. If there is such an opportunity in your employ I will be willing to sacrifice, if necessary, immediate income for experience. In short I want to get an opportunity in a big organization for study and a broader experience. May I have an opportunity to go over this more fully with you?

Address Apt. 40, 44 West 44th Street, New York

## PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK. — *Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc.* Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. WINTHROP PRESS, 419 Lafayette St., N. Y.

PATENTS

PATENTS that PROTECT

our 5 books for inventors mailed on receipt of 5 cts. stamps. R. S. & A. B. LACEY, Washin ton, D. C. Established 1869.

RUBBER STAMPS

RUBBER STAMP FREE. GENUINE PNEUMATIC. (Look for the cells in the cushion.) One line—whatever you want within two inches. No autographs. Business men will request on own letterheads. Others send 25 cents. No attention given postals. PNEUMATIC STAMP CO., Dept. P. I., Binghamton, New York.

PUBLISHING BUSINESS OPPORTUNITY

## Excellent Trade Weekly

Can be bought on account of owner's other interests for what seems to be a very reasonable price. Large paid circulation and good line of advertising in a good and growing field. We believe this to be an unusually stable business, which would not lose ground by reason of change of owners.

It would take about \$85,000 to buy this property, one-half cash and balance secured.

## HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

71 West 23rd Street NEW YORK

# Wanted

An advertisement writer who has had both an agency and a practical newspaper experience.

The young man we want will have one of the best openings in the entire business, *but* — he must have snap, ginger, facility, industry and a clean record.

State salary expected and send samples of work.

Address "Box 17," care Printers' Ink.

# A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publisher's statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1908, 19,370. Best advertising medium in Alabama.


**Montgomery, Journal**, dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

## ARIZONA


**Phoenix, Republican**. Daily aver. 1908, 6,561. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## COLORADO

**Denver, Post**, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 58,467.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT

 **Bridgeport, Morning Telegram**, daily average for Nov., 1909, sworn, 13,331. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

**Meriden, Journal**, evening. Actual average for 1907, 7,763; average for 1908, 7,726.

**Meriden, Morning Record and Republican**. Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

**New Haven, Evening Register**, daily. Annual sworn average for 1908, 15,964; Sunday, 12,567. First 6 months, 1909, 17,080 copies daily (sworn).

**New Haven, Union**. Average 1908, 16,326; E. Katz, Special Agent, N. Y.

**New London, Day**, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,739.

**Norwalk, Evening Hour**. Average circulation exceeds 3,450. Sworn statement furnished.

**Waterbury, Republican**. Average for 1908, Daily, 6,328; Sunday, 6,243.

**Waterbury, Herald**, average circulation for one year from October 1, 1908 to October 1, 1909, 12,287. Largest circulation in the State.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Daily average for 1908, 36,762 (© ©).

## FLORIDA

**Jacksonville, Metropolis**. Dy. av. 1st 6 mos, 1909, 12,907. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union**. Average 6 mos. ending June, 1909, daily 17,506; Sunday, 19,471. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

## GEORGIA

**La Fayette, Messenger**. Weekly. Average circulation, 1908, 2,541.

## ILLINOIS

**Belvidere, Daily Republican** entitled to Roll of Honor distinction. Need more be said?

**Champaign, News**. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

**Chicago, Breeder's Gazette**, a weekly farm newspaper. \$1.75. Average sworn circulation first 9 months, 1909, 77,767 and all quality. Rate, 35 cents, flat.

**Chicago, Dental Review**, monthly. Actual average for 1907, 4,018; for 1908, 4,097.

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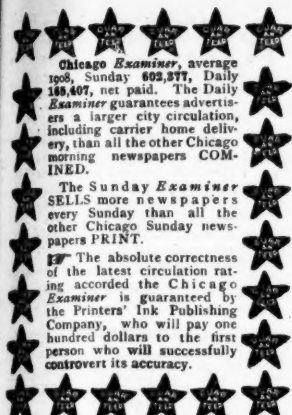
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**Chicago Examiner**, average 1908, Sunday 602,377, Daily 149,407, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago Record-Herald**, Average 1908, daily net paid exceeding, 141,000; Sunday net paid exceeding, 197,000. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Joliet Herald**, evening and Sunday morning. Average for 1908, 6,808.

**Libertyville, Business Philosopher**, mo.; mercantile. Av. 1908, 16,608. A. F. Sheldon, Ed.

**Peoria, Evening Star**. Circulation for 1908, 20,811.

**Berling, Evening Gazette**, average circulation for 1908, 4,409. First six months, 1909, 4,963.

## INDIANA

**Evansville, Journal-News**. Average, 18,163. Sundays over 18,000. E. Katz, S. A., N. Y.

**Notre Dame, The Ave Maria**, Catholic weekly. Actual net average, 26,112.

**Princeton, Clarion-News**, daily and weekly. Daily average, 1,877; weekly, 2,641.

**South Bend, Tribune**. Sworn average Sept. 1909, 10,271. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**, daily. Average 1908, 9,139. "All paid in advance."

**Davenport, Times**. Daily aver. Oct., 17,161. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines, Times-Journal**, morning and eve. Daily average, 1908, 12,664; Sunday, 14,731.

**Washington, Eve. Journal**. Only daily in county. 1,900 subscribers. All good people.

## KANSAS

**Hutchinson, News**. Daily 1907, 4,670; 1908, 4,538. E. Katz, Special Agent, N. Y.

## KENTUCKY

**Lexington, Herald**. D. av. 1908, 7,194. Sunday, 8,258. Weekday, 7,006. Com. rates with Gazette.

**Lexington, Leader**. Average for 1908, evening, 5,446, Sunday 6,878. E. Katz

**Louisville, The Times**, evening daily, average for 1908 net paid 43,940.

## MAINE

**Augusta, Comfort**, monthly. W. H. Gannett, publisher. Actual average, 1,294,433.

**Augusta, Kennebec Journal**, daily average 1908, 8,826. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1908, daily 10,070; weekly, 28,127.

**Phillips, Maine Woods and Maine Sportsman**, weekly. J. W. Brackett Co. Aver. for 1908, 7,977.

**Portland, Evening Express**. Average for 1908, daily 14,481. Sunday Telegram, 10,001.

## MARYLAND

**Baltimore, American**. Daily average for 1908, 74,702; Sunday, 92,879. No return privilege.

**Baltimore, News**, daily. News Publishing Company. Average 1908, 84,395. For Nov., 1909, 86,091.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

**Boston, Evening Transcript** (©). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe**. Average 1908, daily, 176,397; Sunday, 319,790. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston Globe printed a total of 22,450 columns, or 6,869,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.



## BOSTON TRAVELER

Established 1825.

Average circulation for July, 1909, 99,563; August, 99,970; September, 102,389.

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

**Human Life**, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

**Clinton, Daily Item**, net average circulation for 1908, 3,099.

**Fall River, Globe**. The clean home paper. Best paper. Largest cir. Actual daily av. 1908, 7,473.

**Lawrence, Telegram**, evening, 1908 av. 3,949. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. year 1907, 16,522; 1908, average, 16,398. Two cents Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

# Boston Post's GREATEST November

AVERAGES, NOV., 1909

The Sunday Post  
259,374

Gain of 21,935 Copies  
Per Sunday over Nov., 1908

The Daily Post  
294,823

Gain of 27,048 Copies  
Per Day over Nov., 1908

Salem, *Evening News*. Actual daily average for 1908, 18,332.

Worcester, *Gazette*, eve. Aver. first 5 months, 1909, 16,878; Largest evening circulation.

Worcester, *L'Opinion Publique*, daily (☉). The only Gold Mark French daily in the U. S.

## MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ Jackson, *Patriot*. Aver. Oct., 1909, daily 9,664, Sunday 10,583. Greatest circulation.

Saginaw, *Courier-Herald*, daily. Only Sunday paper; aver. for 1908, 14,350. Exam. by A.A.A.

Saginaw, *Evening News*, daily. Average for 1908, 19,586; Oct., 1909, 22,438.

## MINNESOTA

Duluth, *Evening Herald*. Daily average 23,093. Largest by thousands.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending Oct. 15, 1909, 161,766.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota and the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, 29,270.

Minneapolis, *Svenska Amerikaniska Posten*. Swan J. Turnblad, publisher, 1908, 83,341.

CIRCULATION Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily.

The Sunday *Tribune* average per issue for the year ending December, 1908, was 68,300. The daily *Tribune* average per issue for the year ending December, 1908, was 80,117.

by Am. Newspaper Directory.



Minneapolis, *Journal*, Daily and Sunday (☉). In 1908 average daily circulation evening only, 78,639. In 1908 average Sunday circulation, 72,419. Daily average circulation for Oct., 1909, evening only, 74,793. Average Sunday circulation for Oct., 1909, 78,344. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



## MISSISSIPPI

Biloxi, *Herald*, evening. Average circulation for 1908, 1,096. Largest on Mississippi Coast.

## MISSOURI

Joplin, *Globe*, daily. Average, 1908, 14,041. E. Katz, Special Agent, N. Y.

St. Joseph, *New-Press*. Circulation, 1908, 38,320. Smith & Budd, Eastern Reps.

St. Louis, *National Druggist* (☉), Mo. Henry R. Strong, Editor and Publisher. Average for 1908, 9,167. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1908, 194,708.

## NEBRASKA

Lincoln, *Deitch-American Farmer* weekly. 142,390 for year ending Dec. 31, 1908.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1908, 142,640.

## NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1908, 8,870.

Jersey City, *Evening Journal*. Average for 1908, 24,078. Last three months 1908, 26,561.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Yearly average, 1906, 18,287; 1907, 20,270; 1908, 21,326.

## NEW YORK

Albany, *Evening Journal*. Daily average for 1908, 16,930. It's the leading paper.



Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 53,286.

Buffalo, *Courier*, morn. Average, Sunday, 51,447, daily, 61,604; *Enquirer*, evening, 34,870.

Buffalo, *Evening News*. Daily average for 1906, 24,473; 1907, 24,643; 1908, 24,033.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1908, 8,122.

Mount Vernon, *Argus*, eve. Daily av. circ. 1908, ending Oct. 31, 1909, 4,923. Only daily here.



Newburgh, *Daily News*, evening. Average circulation entire year, 1908, 6,239. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

**NEW YORK CITY**

*Army and Navy Journal.* Est. 1863. Weekly average, 7 months ending July 31, 1909, 10,623.

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6,700.

*Clipper*, weekly (Theatrical). Frank Queen  
Pub. Co., Ltd. Average for 1908, 26,022 (©©).

*Leslie's Weekly*, 225 Fifth Avenue, Leslie-Judge Co. 220,000 guaranteed.

*The Tea and Coffee Trade Journal.* Average circulation for 10 months to October 1909, 6,850; August, 1909 issue, 20,000.

*The World.* Actual average, Morning, 345,404. Evening, 405,172. Sunday, 483,336.

**Foughkesprrie, Star, evening.** Daily average for first five months 1909, 4,827; May, 5,342.

**Rochester, *Daily Abendpost*.** Largest German circulation in state outside of New York City.

**Schenectady, Gazette, daily.** A. N. Lietz.  
Actual Average for 1908, 16,760.

Schenectady, Star, Daily aver. 1908, 10,808.  
Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, *Evening Herald*, daily. Herald Co., pub. Aver. 1908, daily 34,067; Sunday, 40,981.

**Troy, Record.** Average circulation 1908, 20,402. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo.  
Average for 1908, 2.583.

*Utica, Press*, daily. Otto A. Meyer, publisher.  
Average for year ending Jan 1, 1900, 15,274.

**OHIO**

**Cleveland, Ohio Farmer.** Leads all farm papers in paying advertisers. 100,000.

**Cleveland, Plain Dealer.** Est. 1841. Act. daily and Sunday average 1908, 78,291, Oct., 1909, 81,315 daily; Sunday, 105,187.

**Columbus, Midland Druggist and Pharmaceutical Review**, 43rd annual volume. Best medium for reaching druggists of the Central States.

Dayton, *Journal*. Actual average,  
\$1.217.

**Springfield, Farm and Fireside**, over ¼ cen-  
tury leading Nat. agricult'l paper. '08, 463,716.

Youngstown, *Vindicator*. D'y av., '08, 15,000;  
Sy., 10,400; LaCoste & Maxwell, N. Y. & Chicago.

**OKLAHOMA**

Muskogee, *Times-Democrat*. Average 1907, 6,659; for 1908, 6,659. E. Katz, Agent, N. Y.


Oklahoma City, *The Oklahoman*. 1908 aver., \$8,955; Oct., '09, \$1,845. E. Katz, Agent, N. Y.


**OREGON**


**Portland, The Oregonian, (C) For**  
 over fifty years the great newspaper of  
 the Pacific Northwest—more circula-  
 tion, more foreign, more local and more  
 classified advertising than any other Oregon  
 newspaper. Oct. NET PAID circulation, daily,  
 41,860, Sunday average, 52,131.

## PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1908, 7,888.  
N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

 **Erie, Times**, daily. Aver. for 1908, 18,487; Oct., '09, 19,113. A larger guaranteed pd. cir. than all other Erie papers combined. E. Katz, Special Agt., N.Y.

 **Harrisburg, Telegraph.** Sworn average Sept., 1909, 16,431. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

 **Johnstown, Tribune.** Average for  
Oct., 1909, **12,710.** Only evening  
paper in Johnstown.

# Philadelphia Bulletin

"The name of 'The Bulletin' is a household word among the people of Philadelphia and its vicinity.

"Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania."

NET AVERAGE FOR OCTOBER

**248,349**

**COPIES A DAY**

"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

**Philadelphia, The Camera**, is the only best photographic monthly. It brings results. Average for 1908, 6,825.

Philadelphia, *Confectioners' Journal*, mo  
Average 1907, 5.514; 1908, 5.517 (©©).

Only *one* agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded *all four* of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (GG). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; has the Sugar Bowl because PRINTERS' INK'S investigation proves it to be the *best* agricultural paper; was awarded the Gold Marks because advertisers value it more for *quality* than quantity.

**Philadelphia.** The *Press* (☉☉) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for June, 1909, 101,705; the Sunday *Press*, 160,976.



Washington, *Reporter and Observer*, eve. and morn. dy. av., '08, 11,734. They cover the field.



West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1908, 18,846. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, *Dispatch and Daily*. Average for 1908, 18,471.

### RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation, 1908, 18,185—s worn.



Providence, *Daily Journal*. Averages for 1908, 20,210 (©©). Sunday, 25,861 (©©). *Evening Bulletin*, 45,373 average 1908.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R.I. Aver. 6 mos., 5,066.

### SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 1908, 4,888.



Columbia, *State*. Actual average for first six months, 1909, daily (©©) 14,400, Sunday (©©) 14,951.

Spartanburg, *Herald*. Actual daily average circulation for 1908, 3,993.

### SOUTH DAKOTA

Sioux Falls, *South Dakota Farmer*. Best Mail Order Medium. The only weekly farm paper in the state.

### TENNESSEE

Knoxville, *Journal and Tribune*. Week-day av. year ending Dec. 31, 1908, 18,886. Week-day av. November and December, 1908, 16,909.

Memphis, *Commercial Appeal*, daily, and Sunday, average first 6 mos., 1909: Daily, 48,980; Sunday, 79,015. Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1906, 31,466; for 1907, 34,206; for 1908, 36,664.

### TEXAS

El Paso, *Herald*, March aver. 10,002. Only El Paso paper examined by A. A. A.

### VERMONT

Barre, *Times*, daily. F. E. Langley. Average for 1908, 4,775. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1908, 8,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1908, 3,337. Only Montpelier paper examined by the A. A. A.

Rutland, *Herald*. Average, 1908, 4,666. Only Rutland paper examined by A. A. A.

St. Albans, *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

### VIRGINIA

Danville, *The Bee*. Av. 1908, 3,064; Oct., 1909, 3,733. Largest circulation. Only evening paper.

### WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Aug. '09, circ. of 68,586 daily, 81,693 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1906-'07-'08 *Times* beat its nearest competitor 6,907,466 lines.

Tacoma, *Ledger*. Average 1908, daily, 18,732. Sunday, 25,729.

Tacoma, *News*. Average for year, 1908, 18,768.

### WISCONSIN

Janesville, *Gazette*. Daily average, Oct., 1909, daily, 5,366; semi-weekly, 1,869.

Madison, *State Journal*, daily. Actual average for 1908, 5,090.

Milwaukee, *Evening Wisconsin*, daily. Average for 6 mos. ending Oct. 31, 1909, 39,479 (©©). The great Home Paper of Wisconsin.

Milwaukee, *The Journal*, eve., Ind. daily. Daily average for 12 mos., 68,787. Over 50% of Milwaukee homes. Flat rate 7 cents per line. Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, *Northwestern*, daily. Average for April, 1908, 9,348. Examined by A. A. A.

Racine, *Journal*, daily. Av. for 12 months ending Oct. 1, 1909, 4,622; Sept., 4,618.



### THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended June 30, 1909, 60,791. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, 47 Park Row. W. C. Richardson, Mgr.

### WYOMING

Cheyenne, *Tribune*. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,480.

### BRITISH COLUMBIA

Vancouver, *Province*, daily. Av. for 1908, 15,022; Oct., '08, 16,810; Oct., '09, 19,006; H. DeClerque, U. S. Repr., Chicago and New York.

### MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1908, daily, 37,098; daily Oct., 1909, 41,649; weekly 1908, 27,428; Oct. 1909, 26,553.

Winnipeg, *Der Nordwesten*. Canada's German newspaper. Av. 1908, 17,646. Rates 55c. in.

Winnipeg, *Telegram*, dy. av. for 5 mos. to Apl. 30, '09, 26,446. Weekly, same period, 29,816.

### QUEBEC, CAN.

Montreal, *La Presse*. Actual average, 1908, daily 99,239, weekly 46,936.

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# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word. The Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

## DISTRICT OF COLUMBIA

The *Evening and Sunday Star*, Washington, D.C. (◎◎), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

The *Chicago News* is the leading Want Ad medium of Central Eastern Illinois.

The *Chicago Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

## THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

## RATE

All Classifications One Cent Per Word. Only Sunday Paper in Indianapolis.

## MAINE

The *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

## MARYLAND

The *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

The *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.

★ ★ ★ ★ ★  
The *Boston Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.

★ ★ ★ ★ ★

## MINNESOTA

CIRCULATION ★ ★ ★ ★ ★  
The *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the 8 months ending August 31st, 1,449,904 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, Int. Pub. Co. where charged—daily or Sunday.

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

★ THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Oct., 1909, amounted to 216,384 lines; the number of individual ads published were 30,131. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.

## MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,205 Sunday.

## NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

## NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

## OHIO

THE Youngstown *Vindicator*—Leading Want Ad Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoman*, Okla. City, 31,845. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

THE Sioux Falls *Daily Press* carries 40% more advertising than any other South Dakota paper; 100% more of Want ads.

## UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 99,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

# Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high-class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (●●).

## ALABAMA

The *Mobile Register* (●●). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1908, 36,762 (●●).

## GEORGIA

*Atlanta Constitution* (●●). Now as always, the Quality Medium of Georgia.

*Savannah Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

## ILLINOIS

*Bakers' Helper* (●●), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

*Grain Dealers Journal* (●●), Chicago, the grain trade's accepted medium for "Want" ads.

*The Inland Printer*, Chicago (●●). Actual average circulation for 1908, 15,866.

## KENTUCKY

*Louisville Courier-Journal* (●●). Best paper in city; read by best people.

## MAINE

*Lewiston Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (●●); 7.44% increase daily over last year.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (●●).

Boston *Evening Transcript* (●●), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (●●). Only French paper among 75,000 French population.

## MINNESOTA

The *Minneapolis Journal* (●●). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(●●) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (●●).

## NEW YORK

*Army and Navy Journal*, (●●). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (●●) is THE advertising medium of Brooklyn.

*Century Magazine* (●●). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (●●), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (●●). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Engineering News* (●●). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

*The Engineering Record* (●●). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

*The Evening Post* (●●). Established 1867. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

*New York Herald* (●●). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

*Scientific American* (●●) has the largest circulation of any technical paper in the world.

The *New York Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

*New York Tribune* (●●), daily and Sunday. Daily, now one cent—the best for the least.

*Vogue* (●●) carried more advertising in 1908, 1906, 1907, than any other magazine of gen. cir.

## OREGON

The *Oregonian*, (●●), established 1861. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The *Press* (●●) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1908, 88,349; *The Sunday Press*, 139,964.

## THE PITTSBURG (●●) DISPATCH (●●)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

*Providence Journal* (●●), a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA

The *State* (●●), Columbia, S. C. Highest quality, largest circulation in South Carolina.

## VIRGINIA

*Norfolk Landmark* (●●). Oldest and most influential paper in tidewater.

## WASHINGTON

The *Seattle Times* (●●) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The *Milwaukee Evening Wisconsin* (●●), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The *Halifax Herald* (●●) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (●●), is backed by 44 years of square dealing.

## Business Going Out

The Stanley Day Agency, of New Market, N. J., is sending out orders to Western weeklies for eight inches thirteen times, space to be used for the Rosebud Perfumes.

H. W. Kastor & Sons' Advertising Company, of St. Louis, is sending out 5,000-line contracts to Southern papers for the American Supply Company.

Sherman & Bryan, Inc., of New York City, are placing orders with the magazines for the spring and summer 1910 advertising campaign of Samuel W. Peck & Co., makers of Sampeck Clothes.

Contracts for 5,000 lines in Western papers are being sent out for Omega Oil by M. Wineburgh & Co., of New York.

J. I. Brown & Son, through the Morse International Agency, of New York, are using one inch, twenty-six times, in the West and South and the Pacific Coast.

The Standard Oil Company is contemplating putting out advertising for the Rayo Lamp in a large list of newspapers after January 1st.

The Home Sewing Machine Company is placing copy in New York City newspapers only through the Plattner Agency.

Wm. Brant, of 23 Park Row, New York City, is sending out general requests for rates.

The Dr. Charles Flish Food Company, of Brooklyn, N. Y., is sending out orders, including half-pages, to a list of the papers in the large cities throughout the country. The business is being handled by A. E. Dupell.

The E. S. Burnham Company, of New York, through the A. R. Elliott Agency, is sending out orders and copy to newspapers in towns where their goods (Jellycon) are for sale.

Mrs. E. Clark, Syracuse, N. Y., through the Stanley Day Agency, of New Market, N. J., is using space in small papers in the West for Na-Art-In.

The Volkman Agency, New York City, is sending out full page advertisements to a list of newspapers for the Dr. Lorimer Medical Institute, of Baltimore.

Pennick & Ford, New Orleans, are sending Southern papers contracts for 1,250 lines.

The J. C. Ayer Company, Lowell, Mass., is sending out orders and copy

for 500 inches. Southern papers are on the list.

Lord & Thomas are sending Western papers 2,500-line contracts to be used for the Wilson Distilling Company (White Rock).

I. Lewis, through Herbert Kaufman & Handy, is sending out contracts for 20,000 lines to be used for the Cobs Cigars. Papers in the Southwest are receiving this business.

### ST. LOUIS-KANSAS CITY NOTES.

The Commerce Distilling Company, St. Louis, has inaugurated a big campaign for advertising mail-order whiskey in daily newspapers, and the weekly editions of dailies published in the Central West, South and Southwest. Three hundred and forty-line display copy is being used in December issues. Orders are going out through H. W. Kastor & Sons' St. Louis office.

Distillers Sales Company, Kansas City, has begun an extensive mail-order whiskey campaign in a large list of dailies, and weekly editions of dailies, published in the Central, Southwestern and Southern states. Orders for 100-line display copy to run till forbid in the Sunday editions of the dailies and the same space in weeklies, are being sent out by H. W. Kastor & Sons' Kansas City office.

The Art Card Company, Minneapolis, Minn., is using a big list of agricultural papers to advertise Holiday Post Cards. Orders for small space to start in December are being sent out through the St. Louis office of H. W. Kastor & Sons.

Renewal contracts and orders for Dr. James W. Kidd, Ft. Wayne, Ind., are being sent out through the St. Louis office of Nelson Chesman & Co.

The Enghauser Iron & Steel Company, St. Louis, Mo., is using a selected list of agricultural publications in the Central West for advertising U. S. Ary Goods. One hundred and twenty-line display copy is being used in December issues. Orders are being placed direct.

The Orange Hill Land Company, St. Louis, has begun a campaign to run several months in the *Woman's National Daily*, and the Sunday editions of dailies and weeklies in the Central West, advertising Texas Gulf Coast Lands. One hundred and sixty-six-line display copy is being used. The business is being placed by the Classified Advertising Company, St. Louis.

The Kansas City office of H. W. Kastor & Sons is sending out orders for January issues of mail-order, agricultural publications and magazines for the United Factories Company, same city. Eighteen-line display copy is being used.

The Home Friend Publishing Company, Kansas City, is using weekly editions of dailies and farm papers published in the Central West and South on a subscription campaign. Orders for three hundred and seventy-five-line display copy are being placed through Kansas City and St. Louis agencies.

The Sheffield Gas Power Company, Kansas City, is sending out orders through the Kansas City office of H. W. Kastor & Sons for January issues of farm papers published in the Northwest, Central and Southwest. Twenty-eight-line display copy is being used. A number of trade papers have been added to the regular list.

The Merrell-Soule Company, manufacturers of "None Such" Mince Meat, has inaugurated an outdoor campaign on billboards in St. Louis to push its products. The St. Louis Billposting Company is handling the billposter work locally.

The Samuel Advertising Agency, St. Joseph, Mo., formerly conducted by A. G. Samuel, has been reorganized and the name changed to that of the Samuel & Besack Advertising Company. Wm. H. Besack, of Chicago; Hugh K. Wagner, St. Louis, and L. C. Lange, of St. Joseph, have become interested in the company. The company announces an increased capital and states that it is in a position to take advantage of all cash discounts from publishers.

The Harris-Goar Mfg. Company, Kansas City, is sending out renewal orders to a large list of mail-order monthlies, weekly editions of dailies and a few magazines advertising mail-order razors. Seventy-eight and 154-line display copy is being used in November numbers. Orders are going out through F. A. Gray Adv. Company, same city.

#### BOSTON ITEMS.

Adams & Co. are advertising high-grade bonds in general mediums carrying financial departments, through the Walton Advertising & Printing Company.

No advertising will be done by the Leslie Mfg. Company in January and February. They have used a large list of magazines this fall on their Spiral Safety Razor. A new schedule will be made up and contracts go out from the Nelson Chesman Agency in March.

Small, Maynard & Co., publishers, are advertising their Christmas books in metropolitan newspapers. Contrary to their usual custom only a few magazines are used this year. This account

is placed by the Wyckoff Advertising Company's Boston office.

The Gillette Safety Razor Company will make up their plans for 1910 early in January. No changes will be made in the list until that time. Next year a large appropriation will go into street cars, but the bulk of it will be in general magazines as heretofore.

The Cowen Agency, John Hancock Bldg., is handling an advertising appropriation from the Austin Sales Company, 18 Vesey street, New York City. A few publications of large circulation are being used as a tryout on a new shaving mirror.

The Shumway Agency is placing the advertising of the Bible Study Publishing Company in religious and literary publications. This agency is also handling the publishers' announcements of W. A. Wilde & Co.

Wood, Putnam & Wood are placing the advertising of the Pilgrim Press in leading literary publications. This agency is also placing some additional contracts in newspapers for the advertising of Regal Hair Tonic.

#### PHILADELPHIA NOTES.

Orders for the advertising of Wilbur's Cocoa and Chocolate "Buds" are going to magazines and newspapers through the St. Clair Edwards Company.

Henry & West, bankers, are considering a campaign in general magazines advertising high-class bonds. This account is handled by the Powers & Armstrong Agency.

A list of newspapers is being prepared by the Gatz Agency for the United Gas Improvement Company. A vigorous campaign will be conducted after January 1st.

Orders are being placed with general magazines for the advertising of *Motor Print*. The business is placed direct.

Large copy in local newspapers is being used by the Foley Agency for Ivin's Bakery. This account has been very successful and additional mediums will be added in the near future.

Advertising of Shane Brothers & Wilson's "King Midas" Flour has appeared in the local newspapers and it is expected that a general campaign will be inaugurated in the near future.

Appreciating the field for magazine circulation in the suburbs of Boston, the *New England Magazine* has arranged for one page a month for twelve months in the following list of high-class weekly newspapers in Greater Boston: The *Somerville Journal*, *Cambridge Chronicle*, *Medford Mercury*, *Newton Journal*, *Melrose Free Press*, *Jamaica Plain News*, *Watertown Enterprise*, *Waltham Free Press-Tribune*, *Natick Bulletin*, *Belmont Tribune*, *Paine's Brookline Supplement*, *Rockland Standard*.

# A Suggestion to Publishers for Securing More Business in 1910

*"The only way to make a medium pay," says a big advertiser, "is to use it according to a definite plan."*

The publication which is worth including in the definite plans of extensive advertisers should be advertised in PRINTERS' INK on a definite plan.

A persistent advertising campaign is as necessary in selling space as in selling goods.

Therefore, consider this suggestion:

*Instead of running an occasional ad in PRINTERS' INK during 1910, map out a regular campaign, decide on a definite amount of space, and thus go after more business in the same systematic, logical way that you expect a big advertiser to go after more trade through your publication.*

The large and steady increase in paid-in-advance subscribers is causing a heavy demand for advertising space in PRINTERS' INK, several choice positions having already been snapped up for 1910.

Notify us at once how much space you decide to use next year and we'll tell you just what we can do for you in the matter of position.

Another thing: By contracting for space *now* you guard against being affected by any possible raise in rates.

**Printers' Ink Publishing Company**  
12 West 31st Street, New York City

# *The Louisville Herald*

Now One Cent in the Cities  
of Louisville, New Albany  
and Jeffersonville

ONLY ONE CENT NEWS-  
PAPER IN KENTUCKY

Response Immediate and Gratifying

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